



The Apple Core

Latest technical news

- They say nothing much happens in August since everyone in the Northern Hemisphere's away on holiday. Well, this August isn't a regular August:

- Google purchased Motorola Mobility, a company that has been struggling to make a profit since it started making Android phones... for US\$ 12.5 billion.

- If that wasn't enough, Hewlett Packard announced that it was killing off the WebOS operating system it bought last year and it stopping making smartphones and tablets... along with regular PCs as well.

- And the biggest news was saved for last: Steve Jobs, co-founder and CEO of Apple stepped down, although he will remain chairman of the board so he still will have an input, albeit a diminished one.

The Hardware Refresh Cycle

To help you time your Mac, iPad, iPhone or iPod purchase perfectly

Model	Last Updated	Recommendation
Mac Pro	27 Jul 2010	Update expected soon
Mac mini	20 Jul 2011	Buy now
iMac	3 May 2011	Buy now
MacBook Air	20 Jul 2011	Buy now
MacBook	18 May 2010	Update expected soon
MacBook Pro	24 Feb 2011	Mid product cycle
iPad	25 Mar 2011	Mid product cycle
iPhone	30 Jul 2010	Update expected soon
Music iPods	1 Sep 2010	Update expected soon
iPod touch		



The Help Desk

Answering your most pressing technical questions

Q: I downloaded Lion on one of my Macs. Can I use it on my laptop without downloading it all again?

A: Yes there is, and you should do this before you install Lion on the Mac you downloaded the software on.

In your computer's application folder, find "Install Mac OS X Lion" and control-click on it. Choose 'Show Package Contents' from the contextual menu.

This opens up a new window. Open the 'Contents' folder, and locate a folder within it called 'SharedSupport'.

Hold down the Option key and drag 'InstallESD.dmg' to your Desktop. This doesn't move the file, but makes a copy.

In the Menu Bar, click on 'Go' and select 'Utilities'. Locate and open 'Disk Utility' within the newly opened window.

Click on the program's 'Burn' button (top left of the interface), select the 'InstallESD.dmg' file on your Desktop, then hit the 'Return' key. Now insert a blank DVD-R disc and wait a while. Once finished, you'll have a brand new, fully functional Lion install DVD.



To submit your questions, send an email to help@machelp.co.nz.



Safeguarding your Digital Life

Computers are so powerful and we can do so much with them that we tend to forget how vulnerable they can be. If your photos, documents, music or home movies are important to you, you should seriously consider backing them up.

Don't wait until it's too late. *Contact me* to find out how.



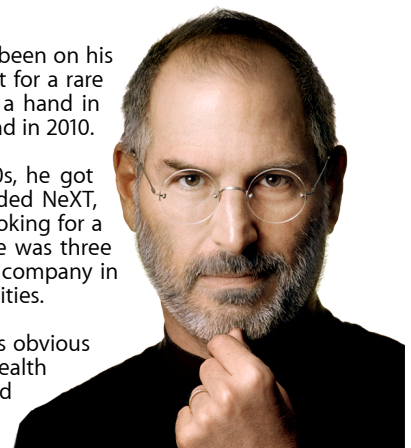
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Steve Jobs: A look back

The news of his resignation may have been a surprise but it wasn't unexpected: Steve Jobs had been on his third medical leave since January. The first one was back in 2004 when he underwent treatment for a rare form of pancreatic cancer, then in 2009 to get a liver transplant. Yet during that time, he had a hand in creating amazing new innovations like never before, most notably the iPhone in 2007 and the iPad in 2010.

After having co-founded Apple in 1977 and taken over the Macintosh project in the early 80s, he got kicked out of Apple in 1985 after unsuccessfully trying to take over the CEO's duties. He founded NeXT, another computing company, only to sell it to Apple in 1997 when the latter was desperately looking for a new operating system. Jobs came back as an advisor but was soon in charge. Back then, Apple was three months away from bankruptcy and now, only fourteen years later it's the most valuable public company in the world. That's quite a turnaround and wouldn't have been possible without Steve's unique abilities.

As the new Chairman of the Board, he won't be involved in the day-to-day activities at Apple. It's obvious that this hasn't been an easy decision for him to make, and it's quite likely that his failing health forced him to step down. But he'll still be around, and the team around him is second to none and isn't going anywhere either. I'm personally looking forward to more "insanely great" products from the fruit company in the coming years.



Steve Paris has over twenty-seven years of experience in computers. He's an internationally published writer, supplying articles to the main Mac magazines worldwide. He's also an Apple Certified Trainer and provides consultancy, training and troubleshooting services to the Waitakere area. You can email him at steve@maclore.net or contact him on 09 818 6154 or 0210 264 8320.