

SMUG News



Stu Carty
Regional Development Director



If you've ever subscribed to or received an email newsletter (including the SMUG newsletter we've been sending out in the past few months), the chances are that it was created with Constant Contact, the original innovator in this field and still the market leader. All sorts of organizations - restaurants, religious groups, clubs, schools, retail stores, etc. - use their flexible templates (over 400 at the last count) to send out email newsletters and promotions. You can use them for other things too, though - cards, party invitations, seasonal greetings, events of all kinds. Our presenter at the November 9 SMUG meeting, Stu Carty, is the Regional Development Director of Constant Contact and runs seminars in the software all over the Bay Area. He'll be demonstrating what can be done, how easy it is to do it, and the many uses to which you can put it - maybe you'll be wondering how you could ever have managed your [fill in suitable blank for Christmas newsletter, etc. here] without it! Check them out at <http://www.constantcontact.com>

//Steve Bellamy, SMUG President & contented user

Nov. 9th Program

Following Q&A (6:30pm) during the Shareware section (7pm) of the program, Owen Saxton will tell us about a dozen free programs.

At approx 7:45pm, we'll take a short break, prior to the evening's main event at 8pm.

Appearing this month will be the vendors of Constant Contact, a leader in the field of email marketing.

Finally, we'll wind up the evening with a short visit to the raffle grab bag.

Editor's Notes: Once again, we're going with a mixed distribution of the newsletter -- part by regular mail to "infrequent attenders" but mostly via email. There weren't many comments last month about preferences in the matter. If there's a majority opinion out there; we need to know it. It would be easier and somewhat less expensive to move away from the paper product. One thing that seems likely is that "without paper" -- our dues should probably be reduced (eventually).

I'd been planning on some "filler" related to some of my favorite Mac-oriented websites; but no room really exists. However, I'd like to note in passing the 20th anniversary of the TidBits email newsletter. Here's a pointer to their 1,000th issue! <http://db.tidbits.com/issue/1000> My own collection only goes back to 1/1/05; but I've been an occasional reader almost since the beginning.

Presentation: Eye-Fi, by Ziv Gillat (Co-Founder and VP of Business Development) -- Dave Strom

Cameras are fun to use. Ziv had a big camera that he showed us. But after the photo is taken, dealing with the photo can be a major pain. We used to have to create prints of the photos to have an archive of our history. Now cameras (digital) are fun to use, but it can still be a pain after you take the photo.

Eye-Fi wanted to find a way to make digital cameras share photos much more easily. They created a card makes any camera wireless (well, put the card in the camera!). The Eye-Fi Pro card has 4 gig and Wi-Fi. And it has nothing that makes the camera look different.

Eye-Fi has servers in the cloud (Internet). It also works with Windows and Macintosh computers. All you do is take a photo, and the Eye-Fi magic happens. 45% of the Eye-Fi user base is Mac. Amazon, Apple stores, etc. sells Eye-Fi cards.

Eye-Fi has 40 employees. They test on Windows and Mac.

The format they use is SD card only. SD cards are 85% of the flash memory card market. Eye-Fi does get asked about CF cards, but CF cards are rather large. They also get asked about micro SD cards; they won't do that since cell phones are already wirelessly connected (cell phones use the micro SD format).

There are 3 things in the Eye-Fi card: a Flash controller, 802.11 b/g Wi-Fi, and NAND Flash. The card has an embedded operating system, integrated Wi-Fi radio and antenna, and is in the standard SD card form factor.

The Eye-Fi card tries to find a Wi-Fi router. It talks to computers and servers thru Wi-Fi. It works with Flickr, Picassa, MobileMe, etc. (They do not support Ritzpix anymore.) Eye-Fi shares with websites that do photo and video sharing, blogging, and social networking. Or you can have the Eye-Fi card just go through your computer. The card will only send photos to the computer or website that you choose. You choose one location at a time for where your Eye-Fi shares photos. One computer, or one web location.

If you are outside, at a hotspot (it must be an open hotspot, no encryption or introduction pages where you have to agree to get on the network), your photos go through the Eye-Fi servers, and you can upload your photos to Flickr, YouTube, or other websites.

Geotagging means that when you take photos, the photos will have location tags, which show up in iPhoto and other photo applications. For example, with Flickr, you can pinpoint your photos on a map. How does Eye-Fi get the geotagging data? Skyhook Wireless drives around (Note from Dave: in a car, I guess) with a GPS receiver. They

map peoples' houses to GPS. They find open hotspots, find a beacon, and they use that database to find out where you are. (Eye-Fi respects Geo privacy if you do not want to show your home address.) IN an area like NYC, the geotagging works very well. (Note from Dave: I guess because the Skyhook car drove around there a lot.) The Eye-Fi Geo, Pro, and Explore Video cards all include unlimited geotagging.

Often people wait till the card in the digital camera is full, than they take the card and put it into the computer. Until that happens, the photos are trapped there! With Eye-Fi, people share photos much more often.

Eye-Fi does not upload if camera is off, or if you are not on Wi-Fi. If you enable auto-uploading, it tries to upload the photos at Wi-Fi hotspots. If your Mac is off, it will still find the Wi-Fi router, and once your Mac is on, Eye-Fi puts them there.

Photos that are uploaded do not automatically delete off the Eye-Fi card. Auto-delete is dangerous anyhow. And people are likely to want to share the photos you see off your camera's LCD.

You can make the Eye-Fi sharing mode more picky. Say you want to pick and choose the photos you share. We overload the lock button on your camera. You can upload RAW photos, or JPG, or both. The Eye-Fi Pro card can do ad-hoc Wi-Fi. Ad-hoc: go to your Mac, create a network, and share peer-to-peer. You build your own Wi-Fi network and your photos go straight to your Enabled-enabled Mac or PC.

Some cameras know the Eye-Fi card is inside. These cameras will show that a photo is uploading from the camera. Eye-Fi is slowly becoming known as a Wi-Fi leader.

Lexar sells branded Eye-Fi cards.

Tethering, in the Eye-Fi case, is sending a photo to the computer, show the photo there, and you decide if you want to take the photo again. Writes images, then the photos come in right away.

The Eye-Fi card Wi-Fi range is as good as the range of the Wi-Fi for your router or Macintosh. The antenna is tiny on the Eye-Fi card, but does it does pretty well. The farther you are from the router/Mac, the more the speed drops for the Eye-Fi sharing the photos.

Continued on page 4

Shareware News -- Nov. 09
Demo Items -- Demo by Owen Saxton



Battery Health Monitor 1.5 is a free utility for PowerBook, iBook, MacBook, and MacBook Pro owners that monitors virtually all battery health parameters and displays them in an easy to read format. (OS X 10.2+)



Expod 0.7.2 is a small utility for getting songs off your iPod. iTunes does a fantastic job of copying music onto an iPod, but lacks the ability to go the other way. With **Expod** you can copy any or all your songs off your iPod, using whatever file naming convention you like. (OS X 10.4+)



Free Solitaire 3D v4.4 lets you play four great solitaire games - Pyramid, Gaps, Beleaguered Castle and Twenty - completely free! Beautiful 3D graphics, fully customizable board sets, unique lighting effects and much more make this a must for all solitaire fans. (OS X 10.4+)



Glism v1.0b23 adds a cocktail of features to Safari (Tabs, Thumbnails, Full Screen, Search Engines, Search Suggestions, Forms autocomplete on, Dated download folders, Type Ahead ...) (OS X 10.5+)



iTweaX v2.0.5 (Intel) is a free utility to reveal some useful hidden features and maintenance tools for OS X 10.5.x and OS X 10.6. (OS X 10.5+)
* User friendly GUI

- * Uses very low system resources
- * Maintenance tools
- * Optimize OS X with no knowledge
- * Many tweaks for Finder, Dock, Safari, Mail, ...
- * Included tweaks for new Safari 4 Beta
- * Only hidden features-no cluttered GUI.
- * Restoring Tweaks
- * Clean handling of preferences! When you disable a hidden tweak it will be 100% removed.



OnyX v2.1b5 (Intel) is a multifunction utility for Mac OS X. It allows you to verify the Startup Disk and the structure of its System files, to run miscellaneous tasks of system maintenance, to configure the hidden parameters of the Finder, Dock and of some of Apple's own applications, to delete caches, to remove a certain number of files and folders that may become cumbersome and more. (OS X 10.6)



Safari AdBlocker v1.1.1 is the only 64-bit ad blocker built for Mac OS X 10.5+ to integrate directly into Safari, for minimum disruption to your browsing experience. (OS X 10.5+)



SimplyBurns 416 is a Mac OS X application with a GUI, which allows the user to burn CD/DVD media. (OS X 10.4+)



Skim v1.3.2 is a PDF reader and note-taker for OS X. It is designed to help you read and annotate scientific papers in PDF, but is also great for viewing any PDF file. Skim includes many features and has a great user interface. (OS X 10.5+)



TV Show Tracker v1.3.3 lets you track all of your favorite TV Shows really easily in a user-friendly interface. Get information about the latest episode aired and the next episode scheduled. (OS X 10.5+)



What's Keeping Me? v2.1
Have you ever have the problem where you can't empty the Trash or eject a disk because something is preventing you? Usually the reason is because some application has a file open, and thus you can't get rid of the disk or trash the file. That's why we made What's Keeping Me! What's Keeping Me will identify the application that is holding the item open. You can then use What's Keeping Me to quit the problem application (or kill it if needed) so you can perform your task. What's Keeping Me includes an Automator workflow so you can perform searches directly from the Finder too! (OS X 10.4+)

YouView
Browse, download videos on About 2x



watch, and YouTube your mac, faster than YouTube's flash player, higher quality video, and HD supported at 720P. Donations required to get HD and downloading. (OS X 10.4+)

v0.4.3
watch, and YouTube your mac, faster than

Eye-Fi presentation, continued

Eye-Fi is with a password on Wi-Fi, as long as you know the password. (Note from Dave: My home network has a password. No, I will not share it.) Put the Eye-Fi on your Mac and it asks about your security. It will try to read the security off your Mac's keychain.

Eye-Fi has an iPhone app. Makes iPhone can upload photos (but you need the Eye-Fi card to enable this).

Eye-Fi has no special discounts. They are a very small company; check Apple and Costco and Amazon for good deals on the Eye-Fi card.

The Eye-Fi cards come in several flavors, and in 2 Gig or 4 Gig sizes. The Pro card, for \$150, is 4 Gig, does the ad-hoc Wi-Fi, Geotagging, and essentially every feature that Eye-Fi has to offer. The 4 Gig Explore Video card, for \$99, lacks ad-hoc sharing and RAW. The 2 Gig Home card for \$50 does photos only. For the complete list of Eye-Fi cards, go to www.eye.fi/products/sharevideo and click on the card of your choice. To compare them www.eye.fi/products/compare-cards

They are planning bigger (more Gigs) cards. (Note from Dave: As someone whose camera can take 720p video, I can use a bigger card.) Any cameras older than 2.5 years will not accept 4 Gig cards, so they still sell the 2 Gig cards. Check your camera to see if it can accept SDHC (4 Gig or more) cards before you buy a card larger than 2 Gig.

The Eye-Fi cards have a speed of 6 MB per second. The speed will not be a problem with most cameras: maybe if you shoot huge and rapid photos and a lot of them, you might slow down a bit.

//Dave Strom

SMUG

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Calendar

October 5, 2009

EyeFi

November 9, 2009

Constant Contact

December xx, 2009

Check back later ;<}

Addressee Name

4321 First Street

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Next Meeting

Monday, November 9, 2009

Presenting -- Constant Contact

Redwood Room @ SLAC