

FEBRUARY 17, 2012 **INSIDE APPS, iTUNES REVIEW, TECHMAC, FINANCE, APPLE SOCIETY AND MORE**

# AppleMagazine™



**TREASURE TROVE**  
APPLE'S MOUNTAIN  
OF MONEY  
WHAT TO DO WITH  
ALL THAT CASH?

**iCONSOLE**  
A POSSIBLE  
GAME-CHANGER  
RUMORED PLATFORM  
COULD BE A REALITY

# OUTSOURCED

**AN ANSWER THAT MAY BE TOUGH TO HEAR**

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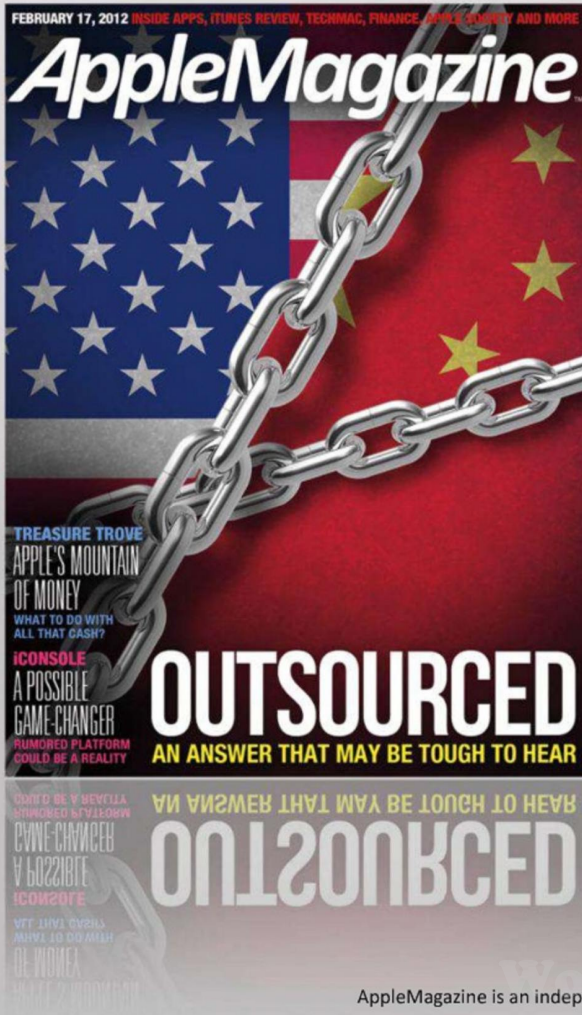
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# EDITORIAL

FEBRUARY 17, 2012

## MONEY, MONEY AND MORE MONEY



AppleMagazine – The right magazine for the right audience – proudly welcomes you to our 16th issue and a look at the mounting profits in Cupertino.

According to its latest financial report, Apple has enjoyed unprecedented success in spite of the global recession. Our first story “*Treasure Trove*” ponders what the iDevice company may be planning to do with all that cash bursting from their coffers. And continuing with the subject of making money, “*iConsole*” investigates what sort of outcome Apple could expect if it decided to break into the gaming industry.

But Apple’s success cannot be acknowledged without touching upon one of the more controversial aspects of its achievements. Our cover story, “*Outsourcing*” analyzes the rationalizations behind Apple’s decision to produce its products overseas. Actually, this story applies not only to Apple, but also to most major American tech companies.

Inside Apps and Games provides, as usual, reviews of the latest applications for production as well as entertainment, and iTunes Review suggests the best picks to be found in the iTunes Store. This week’s TechMac column presents a tutorial of iTeleport, a software that enables you to remotely control your computer with an internet connection.

Our Finance column explores Apple’s prosperity in Europe despite the region’s financial woes, and our last column, Apple Society examines how creativity and innovation have made Apple the single largest public company in the world.

Sit back, relax and enjoy our latest issue!

  
Luiz Cláudio Monteiro  
Executive Editor

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# Summary

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# TREASURE TROVE

APPLE EARNS A SEAT AT THE BIG TABLE BY  
POSTING RECORD QUARTER



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This should go under the category of A Problem Everyone Would Like to Have. What's a major corporation to do when they make too much money? Apple has finally come up with an answer to that, and it seems to be one that Steve Jobs would never have chosen.

Apple hasn't always been the guy with the biggest stack of cash at the imaginary family dinner table hosting the computer industry giants. Historically, they were always the also-rans. Bill Gates' Microsoft was running the show, sitting at the head of the table, and most of the other companies were chipping in, just hoping for a piece of the PC pie. Apple was the goofy little brother who wouldn't go away.

In their refusal to sit at the little kids' table, Apple finally started earning their right to sit with the elders in the industry. Steve Jobs left for a number of years, then came back bringing with him his big ideas, ideas that revolutionized both the company, the industry, technology as a whole, and even society.

However, now Apple is presented with a very unique problem, and one every one of us would love to have ... we think. They made too much money. I could sit here and spout off dollar amounts, but it's so astounding that it's hard to even get a full grasp of exactly how much money \$46 billion in one quarter is. To help with that, [applemakesmoremoneythan.com](http://applemakesmoremoneythan.com) has people submit suggestions to finish off that sentence. This should help you fathom how much they have made. Bear in mind, this was in just one quarter of earnings.

#### APPLE MAKES MORE MONEY THAN ...

the entire defense budget of the UK

the cost of sending the entire population of the Vatican into space ... twice

enough to give each Apple employee 49 new Honda Civics

50 times the gross revenue of *Finding Nemo*

enough to buy every Chinese citizen dinner

the amount that 1447 Alex Rodriguezes would make in an entire year

enough to give apple-scented candles to everyone on the planet

the combined annual income of every resident in Rhode Island, twice

15,000 times more than a Somali pirate receives in ransom

enough to buy Adobe three times

more than the total market value of the Ford Motor Company, three times

the iPhone calculator app can handle in portrait view

it would cost to give a free iPod Nano 16GB to every US citizen

nearly 2.5 times the 2010 budget of NASA

two Microsofts

Now that we have a better understanding of exactly how much money that is, the question becomes what Apple should do with it. They have more than earned their right at the big table.

This could be an interesting quandary for the public. There isn't anyone out there who isn't suffering in at least some ways financially ... except Apple. Everyone is tightening their belt buckle ... except Apple. This could make the public turn away from the company in disgust.

However, we all love our Apple products. They've changed the way we live. It's not like a car company, where we could just buy another brand. We want iPads, not tablets, iPods, not MP3 players, and iPhones, not smartphones. Will the public choose to keep lining the pockets of Apple with layer on top of layer of more and more green?

Experts in the field had a lot of ideas for what they thought Apple should do with the money. Wall Street is in favor of the company initiating buybacks or dividends, and that model is already in place with Microsoft initiating dividends in 2003, and Cisco Systems Inc. starting the same just last year.

The guy who took Jobs' seat on the board at Apple is Bob Iger, chief executive over at Disney. They had a history together, as Jobs became Disney's largest shareholder in 2006 when he sold Pixar. Disney likes to pay out big dividends and increased its shareholder payouts in December by 50%. Of course, this only made the Steven P. Jobs' trust grow by \$82.8 million from Disney shares.

With all the moves Apple keeps making into the entertainment industry, some have suggested that it expands its interest there.

With the expected iTV on the near horizon, having a larger media presence could be very attractive to the company. Give buyers a reason why they have to buy a big expensive new TV, similar to why they have to have an iPhone and an iPad. Once they found out what apps could do, they had to have the mobile devices. Perhaps a larger media presence on an iTV could do the same.

There are of course alternatives other than paying out dividends or building a media empire. A share buyback could be attractive to Apple, and they could also blow a chunk of the money on a major acquisition. Some have mentioned buying a mobile phone network, but it appears unlikely, as it's a huge cost, even with Apple's money. Some sources have also suggested boosting the Apple sales force, with more buildings and more employees, but the question is if this would really give Apple any type of return on that investment. Is it possible for the company to sell any more than it already does?

Before examining the first move Tim Cook has made with what seems like the largest windfall ever, it's important to realize his own personal spending habits. Despite working for this company that is posting such huge numbers, in 2010, he bought a four-bedroom, un-gated Palo Alto property for just \$1.9 million. While it sounds like a lot, it's really fairly modest for California real estate.

Cook has no business model to follow in his new position as Apple's CEO, because Steve Jobs felt that giving money away was a waste of time. Yet, Cook obviously had to do something. The cash flow was probably eating away at his modest belief system. He had to somehow come to terms with how



to change this company into one that would meet up with his beliefs, yet honor Jobs and what he built as well.

At an internal town hall meeting celebrating Apple's successful quarter, Cook discussed the charitable contributions that Apple took part in recently. It donated \$50 million to Stanford hospitals, and is also a major contributor to Project RED. They seem to be building some type of a medical platform that they'll be spending their billions on. This is in addition to the charitable matching program Cook instituted shortly after taking over as CEO.

Cook is probably just getting started, and no one knows what he'll do with the hoards of money. He took the first step, though, and did it quickly enough before a public outcry. He's in no way done; \$50 million from \$46 billion seems like a drop in the bucket. He's unlikely to keep the rest of the billions for himself, and now that he made his quick small move, it will afford him the time to figure out what to do with the rest.

As long as Cook keeps spending and investing smart, he'll keep the Apple seat at the big table. It's gone from being the goofy little brother to being the cigar-smoking whiskey-swilling uncle telling colorful jokes at the table. If it wants to sit at the head of the table, it needs to make the right move with the rest of this money. It needs to be a move that keeps the respect of the public, the industry, and also the respect of Wall Street.

However, I'm just going to keep waiting for it to give me my free iPad Nano 16MB and an apple-scented candle. ■

by Laura Tucker

# APPLE REMAINS LARGEST CONSUMER ELECTRONICS BRAND OVER HOLIDAY 2011

The NPD's Retail and Consumer Tracking services are reporting today that Apple remained at the top of the list for consumer electronics sales over the 2011 holiday season. Apple was also the only one of the top five brands to see an increase in sales. Dell, Sony, HP, and Samsung all reported a year-to-year loss of revenue. From a year-to-year basis, Apple saw domestic sales growth of 36 percent, which is nearly double that of second place Hewlett Packard. The company pulled in approximately 19 percent of all consumer electronic sales, which means that they would stand to make 1 USD for every 5 USD that customers spent during the holidays. Apple also remained in third place amongst retailers. The top five rounded out with Best Buy and Walmart at first and second place, respectively, while Amazon and Staples tied for fourth.

Vice President of NPD Industry Analysis, Stephen Baker, stated, *"U.S. hardware sales growth is becoming harder and harder to achieve at the broad industry level. While in-store sales fell about 2.5 percent in 2011, the growth in online volumes for retailers meant*

*that retail name plates still accounted for well over four of every five dollars spent on CE hardware in the US."* Apple reported that the 3-month holiday period was the best that the company had ever seen in terms of sales. The tech giant was able to sell 5.2 million Mac computers, 15 million iPads, and 37 million iPhones.





# iCONSOLE?

**CAN APPLE MAKE A GAME CONSOLE?**




When we think about video games or anything that has to do with interactive entertainment, we immediately recall the names Nintendo, Microsoft, and Sony. These “gaming” giants are responsible for creating the console gaming market as we know it, and Microsoft has almost dominated the world of “computer based gaming.” However, the industry has gone through significant changes over the past few years and the once powerful players are finding themselves struggling after some poor business decisions.

Sony has been attempting to recover from the terrible release of its PS Vita to the Japanese public and has also been scrambling to undo a mass of customer complaints from a large scale hacking scandal that rocked the company a year ago. Nintendo has been rapidly losing steam after the release of its popular Wii console. With new findings by Microsoft and the release of the Kinect, the Wii has become a gimmick. On top of that, Nintendo also saw a heavy drop in enthusiasm for its 3DS portable gaming system when it was first released. On the brighter side of the gaming world sits Microsoft, which has continued to see great successes from its new products and platforms.

Not only does Microsoft have the wildly popular Xbox 360 gaming system, but it also owns the Windows operating system, which is a powerful product in the realm of PC gaming. Microsoft generates a respectable cash flow from individuals who pay for its Xbox Live service and has started to build a centralized theme of home entertainment around their console. It almost seems as if Microsoft is taking a page out of Apple’s handbook as their services are becoming increasingly more user friendly.

The newest Xbox Live update turned the console into a metro-style, easy to use, and easily understood device that even supports voice commands and motion controls via the Xbox Kinect peripheral. On the PC side, Windows 7 is widely popular and has helped to revolutionize the Windows brand. It is rumored that Microsoft is focusing heavily on how to make Windows 8 (its next OS endeavor) into a user friendly and streamlined experience. If they succeed, Microsoft could potentially start leading the game industry.

Unfortunately, a single company having total control over the gaming industry would really hurt gamers and entertainment lovers worldwide. Imagine a gaming market that is completely driven by a single entity and has no competition from any other sources. In that type of scenario, the controlling company could literally force prices and fees onto consumers without any argument. To someone on the outside looking in or someone who isn’t a die hard gaming fan, this may not seem like a big deal. To the normal consumer or the casual gamer, if the price of a game or service is too high then the obvious choice is to just not spend the money. This may not be the same choice for the gaming fanatic. Even if prices skyrocketed to \$100 per blockbuster game title, someone who loves gaming would be practically forced to find a way to purchase the game. It wouldn’t just be console gaming that took a hit either. While Apple does have the Mac OS and they do have a pretty large fan base, Microsoft is in a good position to have majority control over PC games. Microsoft could also pad their Xbox Live service to a higher fee per year. Quality is something that comes into question too. Without any other game consoles on the market, the

The background image features a Terminator-style robot in a dark, war-torn environment. The robot is shown from the side, with its head turned slightly towards the viewer. It has a metallic, segmented body with a red glowing eye. The word "WORLD" is overlaid vertically on the left side of the image in a large, stylized, metallic font. The robot's arm is raised, and it appears to be holding a weapon. The background shows a city street with smoke and debris, suggesting a battle scene.

latest Xbox wouldn't NEED to be the best it could be. Standards would deteriorate and the community would suffer with buggy, complicated hardware and software.

No one is saying that Microsoft would do that or that they are that type of developer, this is just an example of how a single-company dominated game industry could turn into something ugly. The video game scene needs solid and steady competition to ensure that all competing companies are producing the best product they can. Price points need to be kept in check and with developers constantly undercutting one another it ensures that customers won't have to shell out outrageous amounts of hard earned cash for the things they love. But what if Microsoft really became the dominant force, and Nintendo and Sony dropped off the radar?

Apple may be the answer to that scenario. Apple isn't a stranger to video games, although they have never developed a console. The company does own the Mac OS and has been in a close working relationship with video game developer Valve to produce the Steam client. This client already looks much like Microsoft's Xbox Live and even carries a lot of the same features. Users on Steam can purchase games and game content, chat with friends, and even access their account through a recently released Steam iPhone application.

Apple hasn't outwardly expressed that it wants to break into the gaming industry but it has hired a few gaming industry professionals in the past. In fact, Apple recently hired Robin Burrowes, the former marketing manager of Xbox UK. Burrowes was hired to lead the App Store Marketing section of the European sector of Apple.

This means that the company already has an employee that knows about Xbox and how it operates. On top of that Apple also hired Robert Saunders, the former PR boss of Nintendo UK and Nick Grange, a former PR employee that has worked at Activision, Xbox, and Electronic Arts. These hires suggest that Apple might be looking into what makes the gaming world tick.

But what exactly would a good console need to compete with the Xbox 360? For one, Apple would really need to nail the price point. Pricing has plagued Sony and Nintendo as of late. Nintendo lost sales when it debuted its 3DS at \$250, forcing them to drop the price to \$189 just to attract customers. The price drop did have fantastic results, and the company said that they saw a huge and steady spike in sales. This may indicate that the economy is looking for more affordable gadgets and gaming systems. Apple would need to keep their price point fairly close to that of other systems on the market, but could afford to charge a little more since the product would be so new. However, with the next generation of gaming consoles looming, Apple would probably want to wait to make sure their device was up to snuff with the others in terms of hardware capabilities.

Ease of use is something that Apple is famous for and while Microsoft is gaining ground in that department with its new Xbox 360 dashboard, I feel that Apple could do it better. Casual gaming is something that has really taken off and while there are a lot of casual games that are released onto phones and computers, we haven't really seen many released to systems. This might be due to the fact that consoles are often intimidating, confusing, and considered to cater only to "hardcore gamers." If Apple constructed

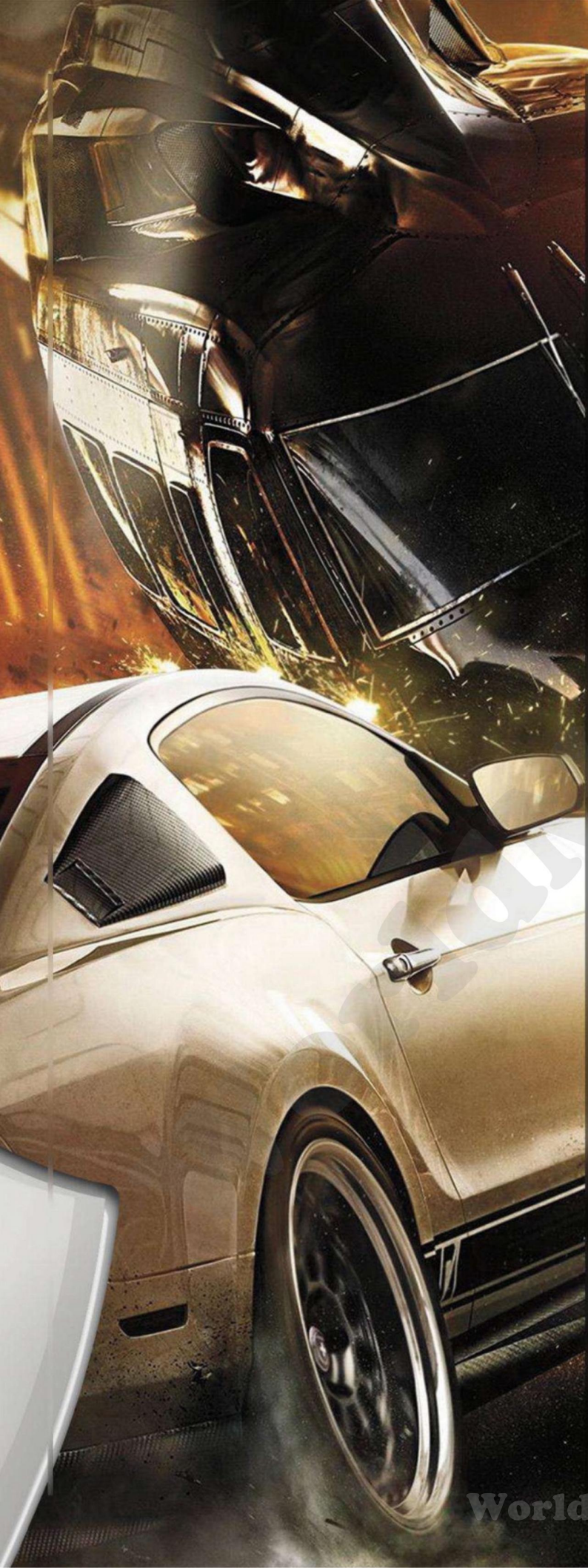


a system that was incredibly simplistic in design and could be as user friendly as the iPhone or iPad it may coax more developers into creating casual games for consoles. This would really open up the gaming market and possibly create more revenue and jobs as development studios are created to meet the growing demand.

Online gaming is a massive part of what drives the game industry right now. Whether it is casual like Farmville, or hardcore competitive like Battlefield 3, gaming is becoming more socialized. Gamers want to be able to talk with each other, join parties, and join into games that others are playing seamlessly. Apple has already been a part of this type of strategy with the Steam engine, so I don't think crafting an online playground would be difficult for the creative team. Privacy online needs to be addressed too. Sony's Playstation Network took a massive hit when customers found out that their personal information and credit card numbers were invaded as part of a hacking scheme. Microsoft has been relatively unharmed, but Apple could really benefit from putting some serious hacking prevention and privacy policies into place that would make individuals feel safe about having their information online.

Honestly, Apple already has connections. Back when the console wars were still heating up, video game developers were busy signing contracts to offer exclusive titles for specific systems. These heavy-hitting games sometimes even caused consumers to purchase consoles just so they could play them. This trend is not the case anymore as most consoles have started to lose their edge, causing developers to stop porting their games to just them. If Apple could





manage to revive this concept and get specific games to port only to its console it may help to drive sales in its favor. With its size and influence on technology and gaming already, I doubt it would be hard for Apple to find potential partners.

Apple hasn't said anything or hinted in the slightest that it is interested in developing a video game console. The company already has many different projects on its plate including the iPhone 5, iPad 3, and the rumored Apple television. However, if Apple did decide that it wanted to craft a console, I really feel like there is a lot of money to be made. Microsoft has been rapidly pulling away this year as the "leader" of the gaming industry and its only real competitor on the PC side of things has been Apple's Mac line of computers. Apple has also already made some impressive ground by helping to turn people into "casual gamers" by offering them a vast array of gaming choices in their App Store. It isn't clear when and if we will see an Apple based gaming device, but one thing is for sure: the company has the capacity to reignite and reshape the console wars as we know them. ■

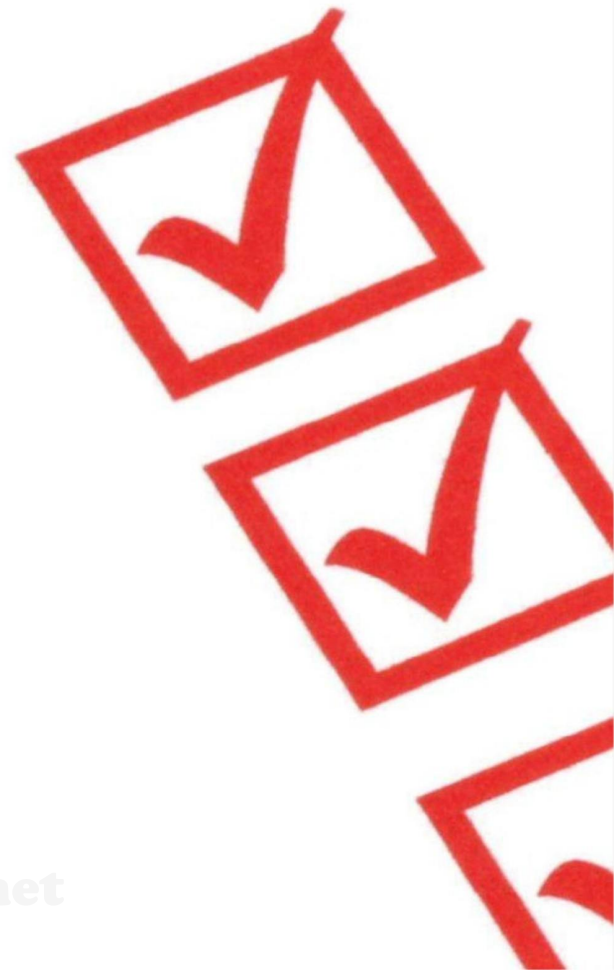
by Russ Boswell

# FLA CONDUCTING AUDITS OF FOXCONN FACTORIES AT APPLE'S REQUEST

Apple has been struggling with public relations ever since several reports were made about employee hardships at the Foxconn factories responsible for much of Apple's device production. The main factory in question is located in Shenzhen, China, but public outcry has put scrutiny on all of the company's production facilities. Apple announced today that it voluntarily requested that the Fair Labor Association (FLA) perform a special audit and investigation into all of the Chinese Foxconn facilities that are associated with Apple products. Apple Chief Executive Tim Cook stated to the press: *"We believe that workers everywhere have the right to a safe and fair work environment, which is why we've asked the FLA to independently assess the performance of our largest suppliers. The inspections now underway are unprecedented in the electronics industry, both in scale and scope, and we appreciate the FLA agreeing to take the unusual step of identifying the factories in their reports."*

As part of the investigation, the FLA will thoroughly inspect dormitories, manufacturing areas, other facilities, and will look at some of the written procedural documents that are responsible for these areas and stages of development. The audit will also bring in thousands

of Apple employees to be interviewed. The FLA stated that it will be asking employees directly about work and living conditions and will cover the topics of compensation, management, communication, health, safety, and working hours. After conducting the investigation at the Shenzhen facility, the FLA will be completing other audits at multiple factories that make Apple devices. The final assessment is reported to cover an unspecified number of factories that are responsible for 90 percent of the production output for Apple.



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# OUTSOURCED

**AN ANSWER THAT MAY BE TOUGH TO HEAR**

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Right now the issue of U.S. manufacturing is a hot button topic in politics. Apple is among the central figures in these discussions and was even mentioned in a republican debate between presidential candidates. The question that was asked in the debate was how each candidate would try to convince Apple to produce its products domestically -- rather than outsourcing manufacturing labor abroad and to China in particular.

Apple is a U.S. company, after all, so why doesn't Apple make its products domestically? The answer is probably not one any politician would like to hear. Nor is it an answer that shows Apple as having any loyalty to any particular nation, including the one that Steve Jobs grew up in.

## **OUTSOURCING JOBS TO CHINA**

On Jan. 21, New York Times ran an article titled **"How the U.S. Lost Out on iPhone Work."**

The article focused on the issue of manufacturing jobs being outsourced to China and why these jobs are probably not coming back to the U.S. Current and former Apple employees anonymously agreed to talk to the New York Times. On Jan. 25, The New York Times ran a follow-up article titled **"In China, Human Costs Are Built Into an iPad."** This second story focused on the harsh conditions workers have to

deal with in these manufacturing plants. Both of these stories are taken together as a full report related to Apple's manufacturing process in Foxconn plants located in China.

According to the first article, President Obama asked Jobs at a dinner party last February what it would take to bring those manufacturing jobs back home. Jobs replied, *"those jobs aren't coming back,"* a witness recalled.

**Apple is a U.S. company, after all, so why doesn't Apple make its products domestically? The answer is probably not one any politician would like to hear.**

Why would Jobs answer so swiftly and convincingly, you may ask. The answer lies in the culture and systematic setup of the Chinese workforce at Foxconn -- the manufacturing partner Apple relies on in China. The efficiency and flexibility for these workers to work overtime and at various hours of the day is what allows Apple to do last-minute changes related to design implementation.

According to The New York Times, *"It isn't just that workers are cheaper abroad. Rather, Apple's executives believe the vast scale of overseas factories as well as the flexibility, diligence and industrial skills of foreign workers have so outpaced their American counterparts that 'Made in the U.S.A.' is no longer a viable option for most Apple products."*

The article gave an example of Apple doing a last-minute change to the iPhone 4 that resulted in workers being woken up at midnight and given a cup of tea along with a biscuit to start working. The information was taken from an inside and unnamed source who was reported to be an executive at one point. Here is how The New York Times described the process:

*“One former executive described how the company relied upon a Chinese factory to revamp iPhone manufacturing just weeks before the device was due on shelves. Apple had redesigned the iPhone’s screen at the last minute, forcing an assembly line overhaul. New screens began arriving at the plant near midnight.*

*A foreman immediately roused 8,000 workers inside the company’s dormitories, according to the executive. Each employee was given a biscuit and a cup of tea, guided to a workstation and within half an hour started a 12-hour shift fitting glass screens into beveled frames. Within 96 hours, the plant was producing over 10,000 iPhones a day.”*

This news may be a bit disheartening for Apple fans, but is Apple really an anomaly in outsourcing so many jobs and paying such low wages overseas? Wouldn’t the same hold true for any corporation today that works with the type of scale Apple operates at? This is open to interpretation,

but facts remain that many companies are outsourcing manufacturing to China, not just Apple. Many companies are also outsourcing telecommunications and even IT software engineering overseas.

## POSSIBLE SOLUTIONS TO BRING MANUFACTURING BACK

What can be done to stop this process by large and very profitable companies that operate at such margins that Apple operates at? Not much unless free trade is discouraged or taxes and tariffs are imposed. Apple needs to be encouraged to at least keep the IT jobs in Cupertino, because if those start going, then we are in trouble.

However, as evidenced by the story I wrote in a previous issue related to my friend who works at Apple, the company values certain talents and is willing to pay big bucks to keep that sort of talent domestically. Apple will want a strong and creative presence to remain at Cupertino – for instance, in software engineering – where it can monitor and encourage creativity directly. As you may recall, Apple even encourages new talents to come to Cupertino by paying employee living expenses for a while.

**Nor is it an answer that shows Apple as having any loyalty to any particular nation, including the one that Steve Jobs grew up in.**

## IS APPLE REALLY DESTROYING THE MIDDLE CLASS?

There is also the issue of Apple being responsible for employment in Apple Stores across the nation (and world) today. Can Apple be blamed as the sole culprit in destroying the middle class? Manufacturing is a popular issue today among politicians because a lot of people can be employed quickly. It also shows the power of the American spirit when successful products get made domestically. However, it may not be so easy getting Apple back onboard.

It may still be possible to encourage Apple to bring at least some manufacturing back, despite what Jobs said. One way to do this is by consumers showing Apple they are willing to pay more for products manufactured domestically. If a competitor has a big “made in the U.S.” logo and Apple starts losing market share to this competitor, the company will react. However, most other companies in gadget and device manufacturing do not have such a logo present on their products right now. Another option, again, is for some form of taxes to be imposed by the government in order to keep some of these jobs in the U.S.

## CEO TIM COOK TAKES THE ISSUE TO HEART

After both New York Times articles ran, they received a massive reaction from the media, online community, and even CEO Tim Cook responded to the second article, calling it unfair.

According to **9to5Mac**, Cook felt offended by the notion that Apple doesn’t care about every worker it employs directly or indirectly. The report also seems to have struck a



nerve in the CEO because he responded in a lengthy manner through e-mail to other Apple employees.

Cook said, *"Any suggestion that we don't care is patently false and offensive to us. As you know better than anyone, accusations like these are contrary to our values. It's not who we are."*

He also noted that Apple will address the issue and try to find any deficiencies or concerns that the report brought up.

*"We will continue to dig deeper, and we will undoubtedly find more issues. What we will not do – and never have done – is stand still or turn a blind eye to problems in our supply chain. On this you have my word."*

## **IN CHINA DEMAND FOR WORK AT FOXCONN REMAINS HIGH**

About a week and a half after the first New York Times' article was published, PC Mag reported that the harsh conditions for workers at Foxconn, and criticism of that company's manufacturing process, hasn't stopped thousands of Chinese from trying to apply there.

According to PC Mag, Foxconn is trying to double its workforce in the city of Zhengzhou.

*"The lines stretched 200 meters long as people waited for hours in the cold, applications in hand."*

The company plans to hire an additional 100,000 workers and their salaries are reported to start from 1650 Yuan, which is roughly \$261.

The fact so many people in China want to give Foxconn a chance shows that demand

is high for this sort of work in the country. There may also be the lack of additional options for these people in certain provinces and areas where the manufacturing plants are set up.

However, it is a known fact that over a dozen employees at certain Foxconn plants committed suicide after the explosion that killed Foxconn workers last May in Chengdu. Most signs have pointed to that explosion being a result of negligence and not human error. If Apple wants to set the trend and start regulating its manufacturing partners more it would show a great message to consumers that the company cares for its global operations.

## **CNN'S INVESTIGATIVE REPORT**

CNN has responded to the New York Times allegations by conducting its own investigation into the matter – related to Chinese manufacturing of Apple products. What resulted of this investigation was a Feb. 6 report titled *"Apple manufacturing plant workers complain of long hours, militant culture."*

Like the previous New York Times stories, this report is also very critical of the manufacturing process that Apple relies on in products being constructed. This report, however, at least mentioned Amazon's Kindle and Microsoft's Xbox also being produced by Foxconn in China.

According to CNN, *"Foxconn employs hundreds of thousands who work day or night shifts, eating and sleeping at company facilities, as they help build electronics for Apple and many other global brand names, such as Amazon's Kindle and Microsoft's Xbox."*

Judging by this CNN report, it isn't just Cook who is taking these recent allegations seriously. Foxconn and even the Chinese government have instructed workers not to talk to reporters.

*"Chen's name has been changed for this story. She told CNN that all her Foxconn colleagues have been instructed not to talk to any reporter or criminal liability shall be investigated according to law."*

The report also sheds a light into why many young people choose to work at Foxconn despite its militant reputation. Chen, quoted above, was a female student who decided to take a one-month contract with the promise of great benefits and overtime pay.

She soon came to realize that only senior employees can reap the benefit of these promises. What made her story more interesting is that she said even employees at the plant she worked at would advise her to leave.

She told of a saying that employees have at Foxconn. The saying goes, "they use women as men and men as machines."

## **DONALD TRUMP RESPONDS AND CHALLENGES APPLE**

It wasn't just CNN that decided to investigate Apple's partnership with Foxconn further, but Donald Trump even commented on the matter. His comments may ring a bell with the recent political discussion taking place in the U.S.

According to CNET, Trump spoke to Fox News regarding the matter.

He said, *"Wouldn't it be a great thing if the new leader of Apple said we're going to*

*start building plants in the United States?"*

He did acknowledge that incentive doesn't exist right now for this to happen, though. Despite this statement, he still thinks Apple should do it anyway and give American workers a chance to prove their worth.

## **A WIDER PROBLEM THAN JUST TECH MANUFACTURING**

Cnet also reported about the overall problem that Americans currently face related to outsourced manufacturing that isn't just tied to Apple and Foxconn.

This report, titled *"Apple-Foxconn tale goes well beyond Apple, and tech"* alleges that Apple is being *"singled out"* as a company among many other companies engaged in such outsourcing of manufacturing.

*"It's a U.S. problem and it's a consumer problem that goes well beyond tech,"* according to the report.

Cnet also points out that every electronic device is made with Chinese labor one way or another. On top of this, data centers powering the new-wave of cloud computing services are also made with Chinese labor.

The culprit lies in the Westerners' mindsets that call for cheap products. Wal-Mart, Target, and other retailers that rely on Chinese-made goods were also mentioned.

According to Cnet, *"You could swap out Apple in that New York Times story and replace it with almost any American corporate giant."*

This goes back to the idea that we, as Westerners, want great products; however,

we want them to be affordable as well. The idea of luxury items being out of reach of most consumers' hands doesn't stand well among many industries that are bent on selling as many gadgets, clothes, or other goods on a mass scale.

Will restricting free trade change this mindset? It is both the consumer and corporate mindset that would need to be changed in order for such outsourcing to stop. If domestic companies are barred from working with China or heavily taxed, they may find other venues to outsource to like Africa. Consumers will have to decide if they prefer affordable Apple products that are made with foreign hands – or if they care more about saving domestic manufacturing jobs and are willing to pay more for such products.

## HOW APPLE CAN TAKE CHARGE AND MAKE A DIFFERENCE

It may be hard for Apple to justify bringing back manufacturing jobs to the U.S., but better conditions and wages for outsourced labor can be addressed. Apple can also use some of the profits it gains from overseas operations and cuts in manufacturing costs to hire more Apple Store employees. Finally, Apple needs to be aware and address issues such as explosions occurring in Foxconn plants directly and efficiently.

Is Foxconn really the best place Apple can create products in the world? Maybe there are middle-of-the-road solutions, in terms of global manufacturing, that offer decent pay, labor practices and a quick turn-around for manufacturing needs. However, Apple isn't the only company using Foxconn as a manufacturer and it is really Foxconn

itself, along with the Chinese government, that needs to adjust this sort of work environment.

Ever since the two The New York Times articles were published and started a media fire storm against Apple and Foxconn, The New York Times published a couple other articles related to the subject. One of these follow-up articles was a poll that asked consumers what they think of Apple's manufacturing process. The article titled, **"Poll Finds Consumer Confusion on Where Apple Devices are Made,"** found that despite the earlier-report, American consumers still have great things to say about the Company.

*"Apple, meanwhile, remains a hugely popular American company. More than three-quarters of respondents said they had a very favorable or mostly favorable opinion of Apple."*

Apple still hasn't lost the fan base nor respect the company fought decades for. However, if more such reports continue to be made and they turn out to show negligence on the part of Apple, the Cupertino giant needs to address some of these concerns. Otherwise the huge following and fan base that Apple fought for may start to turn elsewhere. ■

by Mike Lata

# THREE “ALLEGED” iPad 3 PROTOTYPE PIECES REVEALED

The team at the website iLab Factory has reportedly gotten their hands on three separate pieces that “fit together” and appear to be from Apple’s next tablet PC, the iPad 3. The site stated that it had in its possession a 30-pin dock connector, “back plate” with the Apple logo on it, and a 9.7-inch Sharp brand LCD screen. The LCD screen has screw holes that line up perfectly with other screw holes in the back plate, which suggests that the two components are from the same device. These screw slots are in a different position from those of the iPad 2, and the back plate has a few distinct design differences, although when placed side by side the devices look almost identical to one another. The site did state that the back of the “iPad 3” is around a millimeter thicker than that of the iPad 2, but was still the same shape and initial size.

Not much other information was given. While the two devices seem to be very similar, Apple stated earlier that the defining feature of the iPad 3 would be an “amazing screen.” The Sharp LCD is believed to have a high-resolution display of 2,048-by-1,536 pixels which equates to around 260-pixels-per-inch. The iPad 2 has a screen resolution of 1024-by-768 pixels which is around 132-pixels-per-inch. Apple is expected to make an announcement about the upcoming iPad 3 in March.



# WHAT'S OFFICIAL AND WHAT'S NOT ABOUT THE iPad 3

What's creating a buzz in techdom now? The Apple iPad3 is. Although the device has yet to hit store shelves, rumor mills are already on overdrive and Apple fans are finding it hard to discern fact from the fiction. Well, you never know what is next from Apple since they've been popularly regarded as having the brightest engineers in the world.

The most persistent iPad 3 rumor is regarding its release date. Although Apple has not confirmed yet, there are news pieces circulating on the Web hinting at an early March unveiling. Apple



had unveiled its last two versions of the iPad on Wednesdays, so if the "early march" prediction has some basis, then the curtains could rise on the iPad 3 on March 7 – a Wednesday, of course.

Speculations are also rife pertaining to the capabilities of the iPad 3. While The Wall Street Journal has confirmed that the iPad 3 will be able to operate on 4G data networks through Verizon and AT&T, nothing yet is decidedly known about its LTE compatibility. What is however known is that the third generation iPad will sport an immensely high-resolution screen and will be powered by a quad-core processor. The suspense is indeed building up!

## APPLE SECURES NUMBER ONE SPOT IN HARRIS CORPORATE REPUTATION SCORE

The Harris Poll is reporting that Apple took the number one spot in its Reputation Quotient study, which rates and scores corporate reputations amongst the public. Last year's report had sixteen total companies that displayed an "excellent reputation," but this year's report only lists eight. Harris says that this may be due to consumers paying more attention to corporate leadership. That means that customers are starting to pay more attention to the reputation that a company has and how it operates than just the product it sells. Behind Apple and rounding out the top five were Google, Coca Cola, Amazon, and Kraft Foods (in that order from second to fifth). Apple scored a total of 85.62, which is the highest score a company has ever received on

the survey. The company also scored highest on four of six total groupings that the Harris Poll uses to rate companies. Apple swept the categories of Products and Services, Vision and Leadership, Workplace Environment, and Financial Performance.

The poll also rates the companies with the worst corporate reputations for the year. This category was dominated by financial companies and the top five (in order) consisted of BP, AIG, Goldman Sachs, Bank of America, and JP Morgan Chase. This news comes as a welcome boost to Apple's public relations: a boon considering that the company has been handling recent reports of employee suffering at international factories that manufacture its products.

# INSIDE Apps

## REMARKS – WRITE NOTES AND ANNOTATE PDFS



77 Ratings  
Compatible with iPad.  
Requires iOS 4.2 or later.

Price: \$4.99  
Category: Productivity  
Released: Feb 01, 2012  
Version: 1.0  
Size: 17.8 MB  
Languages: English  
Seller: Igor Zhadanov



At its most basic, this is an iPad app for note taking and annotation using pens, different coloured highlighters, floating text boxes, shapes and virtually anything else you might need. Remarks allows for mostly text entries but you can import images and documents for added illustration too.

The pen and highlighter modes are fairly standard but the zoom is good for cramming more into a tight space. As a PDF annotation tool, it's great for free hand notes allowing

users to port a Remarks doc to other Readle PDF apps. PDF's are also easily imported from DropBox, Safari and other iPad or cloud based applications too, so coming or going is a breeze.

Notes are easy to add quickly, a single tap is all that is needed to begin a new note and while handwriting is an option, it's easier and less of a strain to type text notes with the built-in tool. Notes can also be edited using PDF editing tools on Mac and PC or users can exchange their notes to their computer using a USB or iTunes File Sharing.

The interface for doing all this is clean and simple and, generally speaking, Remarks is nice and easy to get around, except if you're using a stylus. It's hard to be accurate without resting your wrist as you normally would when writing on paper. The input sensors dictate that resting your hand and wrist on the screen makes for a messy handwriting experience.

This is the one major drawback as it sort of defeats the purpose of note taking but the type function at least allows users to get their much needed thoughts and ideas down on virtual paper. Remarks is a good productivity app but it needs to fix the potential for errors when handwriting with a stylus to be a true competitor.



# TWEETBOT



3302 Ratings  
Compatible with iPhone,  
iPod touch, and iPad.  
Requires iOS 4.1 or later.

Price: \$2.99  
Category: Social  
Networking  
Updated: Feb 08, 2012  
Version: 2.0  
Size: 9.8 MB  
Languages: English,  
French, German, Japanese  
Seller: Tapbots



Get your Tweet on with this excellent Twitter client. Tweetbot for iPhone was a runaway hit, so iPad users will be excited to see it coming to tablets. The iPhone version is simple and very capable with a great slide and tap navigation system allowing users to see entire Twitter conversations or replies to certain posts, not least of all making it easier than ever to Tweet ourselves.

The iPad version comes with everything the iPhone version does with a few added bonuses. The extra screen

space obviously allows even easier navigation, particularly in landscape mode with the navigation bar to the left and tweets on the right. If you prefer portrait then the nav bar just shrinks down to a convenient size. The sidebar offers a range of options to tap into messages, timelines, searches, favorites, lists and even to mute certain people.

All the slide and tap functionality from the iPhone version is here but the iPad adds a few new moves to the repertoire with a two finger swipe from right to left moving you back a notch after tapping into a tweet, for instance, while a three finger swipe takes you all the way back to where you started originally. Very, very convenient!



Another step up from iPhone is the ability to tap links in Tweets without actually tapping into the Tweet itself though this has been added to Tweetbot 2.0 on iPhone. Users can open links to an embedded view but tapping the top of that view allows you to switch between the webpage and the optimized view.

Of course Tweetbot is awesome for composing Tweets too, as it should be. Autocomplete allows Tweetbot to complete usernames and hashtags, save Tweets as drafts and even port photos. And if you're not composing them then Tweet Marker can sync the Tweets you are reading between devices so switching is never a problem as you can pick up right where you left off.

If you're a Twitter obsessive, then Tweetbot is the be all and end all of Twitter clients. It contains a rich feature set, is the easiest to use and is absolutely the best designed Twitter app available now.



# PHRASE WIT



★★★★★  
51 Ratings  
Compatible with iPhone,  
iPod touch, and iPad.  
Requires iOS 5.0 or later.

Price: \$1.99  
Category: Lifestyle  
Updated: Jan 09, 2012  
Version: 1.2  
Size: 12.0 MB  
Languages: English  
Seller: Ballpoint, Inc.



No longer do you have to worry about using the wrong phrase, or a 'what you think is the right phrase but oh so very wrong'.

Phrase Wit is a funny, almost pompous app for no it alls... um I mean, "know it alls", when it comes to phraseology. The purpose of this app is to take the mashed versions of phrases in all their incorrect glory and provide users with the correct saying.

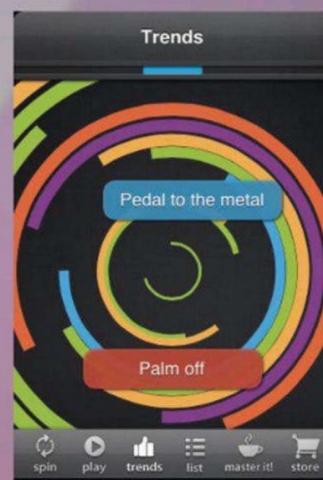
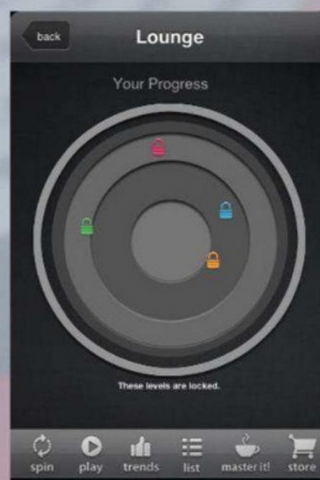
There is a stored list of the correct phrases and the mangled versions allowing users to tap on the entry and get a full explanation of spelling and origin. Phrase Wit also contains quotes from classic and current books showing the correct phrase used in the correct sense. There's even a spin wheel to generate random selections from over 100 phrases, a list that is set to grow.

If that bores you then there is a game mode offering a series of sentences where you must fill in the blanks with multiple choice answers,

with the goal being to answer as many phrases as possible in 30 seconds. Tougher than you think and a bit of fun, particularly among friends.

The real question is, does this app warrant spending money on? Probably not, but Phrase Wit is mostly aimed at teachers, writers or students studying creative writing and public speaking, while doubling as a tool for those who speak English as their second language.

If you speak English as a first language or you are not a teacher, student, writer or someone that has to be right all the time, then you probably won't justify the expense outside of a mere curiosity. But it does provide a giggle and clears up many arguments.



# AVID STUDIO FOR IPAD



253 Ratings  
Compatible with iPad.  
Requires iOS 5.0 or later.

**Price:** \$4.99  
**Category:** Photo & Video  
**Released:** Feb 02, 2012  
**Version:** 1.0  
**Size:** 30.7 MB  
**Languages:** English, Chinese, Dutch, French, German, Italian, Japanese, Spanish  
**Seller:** Avid Technology Inc.



Avid is a major player in the video editing field. That field is an intimidating one yet very rewarding and creative if you have the time and patience to learn its many facets. Luckily, there are many apps from very basic to advanced that allow anyone to get a handle on basic video editing with Avid.

Avid Studio offers a range of tools that can be daunting at first, but these allow users to accurately edit video files or create video files out of still images. Drag and drop controls make life easy and the storyboard section at the top of the screen, used to add videos or photos and rearrange them, allows you to plan out the desired order. Clips, transitions, music or sound effects can be added to this as you go as in any video editing program.

If you're new to this don't worry, help files exist to guide you through the process, though a tutorial would have been better served for beginners. Still, you can find what you need, but patience is a must if you want to fully master what can be a powerful app when used correctly.

Composite pieces can be created by dragging items on top of one another with timings fully adjustable, but the trimming tool allows for precise cuts anywhere along the line. The arrangements are largely laid out using the timeline feature on the bottom half of the screen, which also shows how the video itself is laid out with the added ability to add audio or adjust the timings.

There's also a multitude of montage templates, customizable titles and sound effects, but only two transitional effects, dissolve and fade.

This is a little disappointing as there's more to transition than dissolve and fade and, unfortunately, you cannot import videos from the Desktop Edition though you can export to it.

Avid Studio, despite a few minor complaints, is a very impressive video editing tool. It'll take a little time for novices to get acclimated with it, but it's worth investing time if you're serious or just interested in the video editing process.



# Top Tap 10

## iOS - Top Free

### #01 – Egg Punch

by Pixel Juice ApS

Category: Games

*Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (3rd generation), iPod touch (4th generation) and iPad. Requires iOS 3.1.3 or later*

### #02 – Temple Run

by Imangi Studios, LLC.

Category: Games

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later*

### #03 – Ski On Neon

by Brandon Storms

Category: Games

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.2 or later*

### #04 – RunStickRun!

by Robert Szeleney

Category: Games

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later*

### #05 – Live Wallpapers™ Free

by Spark So

Category: Games

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 5.0 or later*

### #06 – Save The Pencil

by Paul Davis

Category: Games

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later*

### #07 – Pinterest

by Cold Brew Labs

Category: Social Networking

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.0 or later*

### #08 – Fish Tales

by Everywhere Inc.

Category: Games

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.0 or later*

### #09 – Where's My Water? Free

by Disney

Category: Games

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.0 or later*

### #10 – Scramble With Friends Free

by Zynga

Category: Games

*Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (3rd generation), iPod touch (4th generation) and iPad. Requires iOS 4.0 or later*



## Mac OS X - Top Free

### #01 – The Unarchiver

by Dag Agren

Category: Utilities

Requirements: Mac OS X 10.6.6 or later

### #02 – iBooks Author

by Apple

Category: Productivity

Requirements: Mac OS X 10.7.2 or later

### #03 – MPlayerX

by Niltsh

Category: Entertainment

Requirements: Mac OS X 10.6 or later

### #04 – Evernote

by Evernote

Category: Productivity

Requirements: Mac OS X 10.6.6 or later

### #05 – Twitter

by Twitter, Inc

Category: Social Networking

Requirements: Mac OS X 10.6 or later

### #06 – Xcode

by Apple

Category: Developer Tools

Requirements: Mac OS X 10.7 or later

### #07 – CashBook

NES Software

Category: Finance

Requirements: Mac OS X 10.5.0 or later

### #08 – VirtualDJ Home

by Atomix Productions

Category: Music

Requirements: Mac OS X 10.6.6 or later

### #09 – Skitch

by Skitch

Category: Productivity

Requirements: Mac OS X 10.6.6 or later

### #10 – Smart Converter

by ShedWorx

Category: Video

Requirements: Mac OS X 10.6 or later

# Top Tap 10

## iOS - Top Paid

### #01 – Where's My Water?

by Disney

Category: Games / Price: \$0.99

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.0 or later*

### #06 – Ragdoll Blaster 3

by Backflip Studios

Category: Games / Price: \$ 0.99

*Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (3rd generation), iPod touch (4th generation) and iPad. Requires iOS 4.1 or later*

### #03 – Sleep Cycle alarm clock

by Jump Games Pvt.Ltd.

Category: Maciek Drejak Labs / Price: \$0.99

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later*

### #04 – Scramble With Friends

by Zynga

Category: Games / Price: \$ 0.99

*Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (3rd generation), iPod touch (4th generation) and iPad. Requires iOS 4.0 or later*

### #05 – Tank Hero

by Clapfoot Inc.

Category: Games / Price: \$0.99

*Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (3rd generation), iPod touch (4th generation) and iPad. Requires iOS 4.0 or later*

### #06 – Fruit Ninja

by Halfbrick Studios

Category: Games / Price: \$0.99

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later*

### #07 – Angry Birds

by Clickgamer.com

Category: Games / Price: \$0.99

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later*

### #08 – Cut the Rope

by Chillingo Ltd.

Category: Games / Price: \$0.99

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later*

### #09 – WhatsApp Messenger

by WhatsApp Inc.

Category: Social Networking / Price: \$ 0.99

*Compatible with iPhone. Requires iOS 3.1 or later*

### #10 – TETRIS

by Electronic Arts

Category: Games / Price: \$0.99

*Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later*



## Mac OS X - Top Paid

### #01 – OS X Lion

by Apple

Category: Productivity / Price: \$29.99

Requirements: Mac OS X 10.6.6 or later

### #02 – Gemini: The Duplicate Finder

by MacPaw Inc.

Category: Entertainment / Price: \$4.99

Requirements: Mac OS X 10.7 or later, 64-bit processor

### #03 – Keynote

by Apple

Category: Utilities / Price: \$19.99

Requirements: Mac OS X 10.6.6 or later

### #04 – Pages

by Apple

Category: Productivity / Price: \$19.99

Requirements: Mac OS X 10.6.6 or later

### #05 – Numbers

by Apple

Category: Productivity / Price: \$19.99

Requirements: Mac OS X 10.6.6 or later

### #06 – iPhoto

by Apple

Category: Photography / Price: \$14.99

Requirements: Mac OS X 10.6.8 or later

### #07 – Growl

by The Growl Project

Category: Productivity / Price: \$1.99

Requirements: Mac OS X 10.7 or later, 64-bit processor

### #08 – FaceTime

by Apple

Category: Social Networking / Price: \$0.99

Requirements: Mac OS X 10.6.6 or later

### #09 – FlashFrozen

by Tyler Loch

Category: Utilities / Price: \$0.99

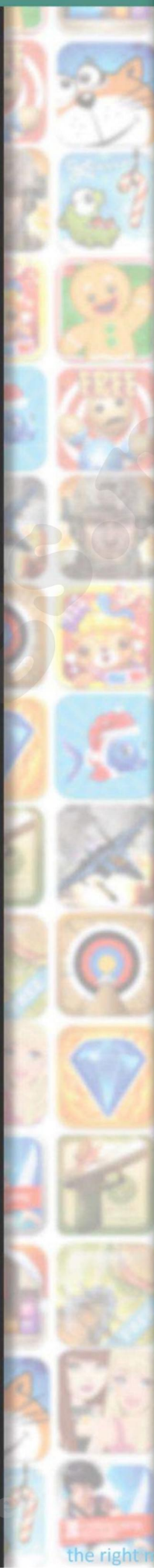
Requirements: Mac OS X 10.6 or later

### #10 – MoneyWell

by No Thirst Software LLC

Category: Finance / Price: \$23.99

Requirements: Mac OS X 10.7 or later, 64-bit processor



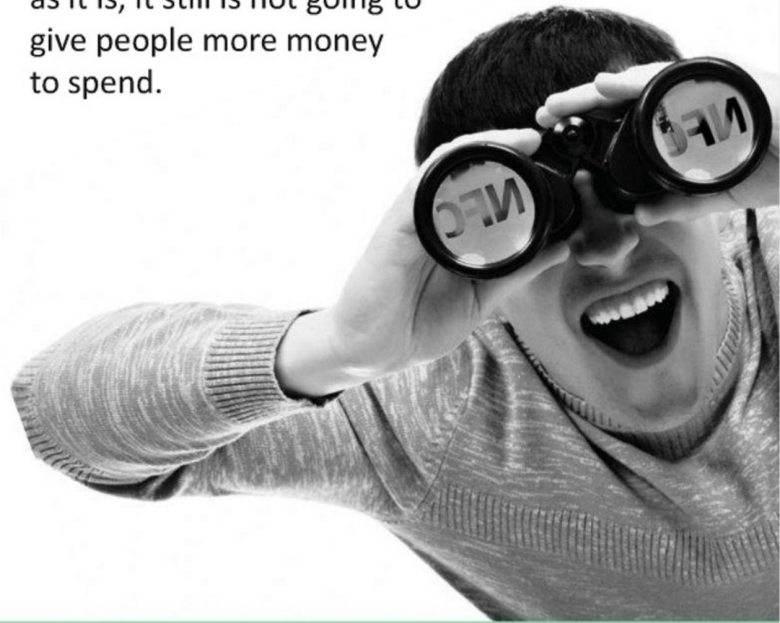
# APPLE SEES FUTURE IN NFC; INVESTS HEAVILY IN NEW TECHNOLOGY

A tech revolution is consistently brewing at Apple. And the latest technology being analyzed, dissected, and perfected there has to do with near field communications or NFC. NFC is a short-range broadcast technology, spanning about 2 to 10 centimeters. When incorporated into Smartphones, it allows the device to interact with other like devices when “tapped” or held close together. This new technology will aid buying or making purchases in brick-and-mortar stores and has the potential to facilitate marketing efforts such as pushing promotional offers, incentives, and other like content. The appeal of this technology also lies in its ease-of-use without breaching security measures.

According to Frost & Sullivan, NFC will drive market transactions worth more than \$150 billion by 2015. So it is not surprising that Apple is pumping dollars into the research of this technology and finding

ways to incorporate it into their products. Meanwhile, Apple fans are waiting with bated breath to learn which of their favorite iDevices will sport this new technology.

It looks like brick & mortar stores are not going to dislike this technology either. But as anticipated a marketing device as it is, it still is not going to give people more money to spend.



## WHAT TIES BILL GATES AND THE iPHONE – THE DONKEY

The Donkey may not be as well-known a PC game as many of its contemporaries, but it is still venerated as the world’s first-ever PC game. This simple driving game was written jointly by Bill Gates and his friend Neil Thompson way back in 1981 and was given away for free with the earlier DOS versions of IBM PCs. Now the Donkey has a new platform – the iPhone. Bill Gates’ creation will now be available as an app for Apple iOS devices.

The Donkey involves a straight 2D road along which gamers drive their car. Intermittently, donkeys appear and charge at the car. The objective of the game is to continue driving while avoiding the donkeys. The game does not hold a candle to the present day 3D visual spectacles and their myriad mind-boggling complexities. Even Bill Gates had once joked about his creation. But iPhone users will nonetheless have a chance to brush with history with the availability of the world’s first PC game as an app.

# FBI'S STEVE JOBS FILE TELLS AN INTERESTING TALE

You may be surprised to hear that the FBI actually kept a file on Steve Jobs. Usually, it seems the Federal bureau of Investigation only keeps a tap on issues related to national security. However, Jobs warranted the Bureau's attention as well.

This news comes as a result of the Apple co-founder's investigation files being released. They also tell an interesting story about Apple's former CEO that wasn't reported or widely known previously.

Jobs was considered for a government appointment by former President George Bush, Sr. This was around 1991, when the FBI first started taking an interest in him.

At this point, Jobs was not with Apple. He was the CEO of a company called NeXT, which he was also responsible for founding. The company was later purchased by Apple and many of the ideas created by NeXT's object-oriented NeXSTEP operating system are still apparent today in Mac OS X.

The FBI file's summary states that at one point in his life Jobs used recreational drugs. He was also characterized as an abrasive individual with a questionable honesty.

*"Several individuals questioned Mr. Job's honesty stating that Mr. Jobs will twist the truth and distort reality in order to achieve his goals,"* according to the Bureau's summary.

His drug use involved marijuana and LSD, which he admitted to using in College.

Despite this criticism, most of his colleagues and individuals interviewed agreed he would make a fine appointment to Bush's Export Council. They also agreed that he was a strong business leader albeit with a stubborn personality.

The FBI files included more than 30 interviews with Jobs' friends, neighbors, family, and former business associates.

START

DRESSIN  
ROOM

920  
8

# IN SIDE GAMES

450  
0

33

weet Powerups!

1/3

Ginormous Boss Dudes

0/3

200  
2

18

SCORE  
0810

8000  
77

4

TON  
STORE

RESET  
OUTFIT



25

25

50

# PAPER MONSTERS

Paper Monsters looks gorgeous and is a great little platformer to play. It doesn't push boundaries but it's perhaps the most "classic" platform title on the App Store, making Paper Monsters a top notch game.

Its obvious influence comes from deep within classic Mario. Gamers control a friendly, smiling, paper/cardboard robot hero in 2D through four chapters and 16 levels of standard platform fare by running and jumping past floating platforms and hazardous enemies while collecting hidden items amongst grass lands, ice, the desert, and jungle ruins.

The virtual d-pad works really well, making all this running and jumping easy and enjoyable. The d-pad also appears wherever you place your left thumb on the screen while jumping is controlled by a simple tap on the right side of the screen making personal comfort easy to come by.

Each chapter and subsequent level is replayable and very satisfying thanks largely to a good set of secret alternate paths and hidden items to collect. Each chapter also results in a climax with a boss battle, but this doesn't quite live up to the awesome action that precedes it.

But the level design is so good leading up to these points and that is really where the action is. Each section is a good length, though not too long to complete, but you'll find yourself headed back into the levels to collect all three golden paper clips and one hidden item.

As coins are to Mario, buttons are to Paper Monsters as these can be spent in

an in-game shop to buy additional items to customize the look of your character, but this is purely aesthetic and has no bearing on your abilities. If you really can't help yourself you can use an in-app purchase to buy these items, but this is not necessary.

A bonus mini-game is also included for the price of admission which is essentially an auto-runner version of the game. Your character moves automatically as you jump to take out enemies and collect items. It'll serve as a small distraction and it's a nice little bonus but it doesn't really demand too much of your time and attention.

Although the bosses are less than perfect, Paper Monsters has a ton of charm and the world, the characters within, and the game as a whole has some of the most polished graphics you'll see on iOS. Paper Monsters is a truly excellent platforming experience encased in a technically and stylistically incredible game that really should be on handheld consoles too.



1516 Ratings

Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.2 or later

view in  
**iTunes**

Price: \$0.99

Category: Games

Updated: Feb 07, 2012

Version: 1.1

Size: 96.5 MB

Languages: English

Seller: Crescent Moon Games LLC

# HANK HAZARD

Hank Hazard is one crazy little hamster. He's got big dreams of being the world's first stunt hamster and he'll do it no matter how many blades, bombs or electrically charged orbs are thrown at him. The game looks and feels like a standard physics puzzler as players' thought processes and reactions are tested, but it goes much deeper than that with a never ending list of objectives to complete.

As Hank, gamers navigate 100 or so levels starting with the obligatory easy introductory sequences introducing the basic mechanics, features and bonuses. Collecting 3 stars or similar in a physics puzzle game is standard, but this game offers bonus challenges as Hank gains a nut bonus by completing certain tasks.

These tasks can range from reaching the finish line at a certain speed or completing the level in a given number of moves with no less than 18 secret levels to be unlocked by collecting golden nuts hidden through out the game.

To do this there are no buttons or even titling involved because you don't control Hank's movement directly. Instead, you must interact with the surrounding environment to forage a path for Hank. Tapping platforms is common in order for them to disappear, which may result in a weight dropping onto a see-saw mechanism that sends Hank skyward to an awaiting item.

It's this sort of interaction with the environment, whether spring loaded boxing gloves, escalators, hamster safe bombs, fire-

pits or electrical fields, that will dictate how and where Hank will end up, either helping or severely hindering his progress.

The game is divided into 3 worlds of 25 levels each with a 4th to be unlocked through the procurement of the golden stars scattered throughout. These stars and nut bonuses ensure multiple replay and foster that "one more go" mentality that can have you easily addicted before you know it. Once you reach that 4th world, the challenge ramps up, making these some of the most rewarding levels to complete.

The physics puzzler is a chock-full genre, so it takes a lot to stand out and truly be counted. But Hank Hazard has all the elements in the right places to stand above the rest. The gameplay forces you to think outside the usual space, it's competitive and there's a lot of replay value. Frustrations do appear as they do in any physics game, but Hank keeps it enjoyable, light hearted and fun.



152 Ratings

Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.2 or later

view in  
**iTunes**

Price: \$0.99

Category: Games

Released: Dec 22, 2011

Version: 1.0.1

Size: 18.9 MB

Languages: English

Seller: Chillingo Ltd.

## ORDER UP!! TO GO

This is a great game for people with ambitions to work at McDonalds! Well maybe not quite, but you do start off flipping burgers in this cooking simulator that first appeared on Nintendo Wii, then PS3 and 3DS.

Players start out at Burger Face grilling patties before moving up the chain through more highly regarded restaurants. The idea is to make as much money as possible and progress to better outlets, but this is a slow process and the more prominent restaurants cost more cash, in-game and in real life.

Order Up!! To Go is a freemium title so while you get sucked in for that low, low price, you'll inevitably feel like you need to open your wallet to progress the game at the pace you would like. You gain silver coins by playing but gold coins are needed to access higher priced restaurants and these naturally take forever to accrue.

Beyond that the game is quite enjoyable and there is a lot more to it than just simply cooking. Apart from the initial start of the game, you own each restaurant and have to manage the business and pay for services such as cleaning, buying new recipes, keeping up plate stocks and keeping profits above the line. There's even a critic who judges your restaurant on various aspects of performance while the health inspector will keep you on your toes.

Naturally the main game element is cooking and this is surprisingly fresh while maintaining a good level of difficulty. Different preparations are required for each recipe from grating cheese to slicing onions to marinating meat, and these are all done

using gestures so the screen isn't clogged with onscreen buttons.

If you want to earn enough gold coins without actually paying for them, then special guests to your restaurant will help. By spicing their food just right, they will pay you extra, which you can then put toward buying your next establishment. Special guests aren't regular occurrences though so you won't be able to rely entirely on them to provide coins. But if you're patient, well...

There appears to be more content to come such as assistant chefs, mini-games and a Fortified Chef competition in a future update but as it currently stands, Order Up!! To Go is a surprisingly multifaceted game. The freemium aspect is jarring but it can be circumnavigated in what is a fun game with a decent amount of content.



2686 Ratings

Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (3rd generation), iPod touch (4th generation) and iPad. Requires iOS 4.0 or later

view in  
**iTunes**

Price: free  
Category: Games  
Updated: Feb 07, 2012  
Version: 1.1  
Size: 19.7 MB  
Languages: English  
Seller: Chillingo Ltd.

# ROBOHERO

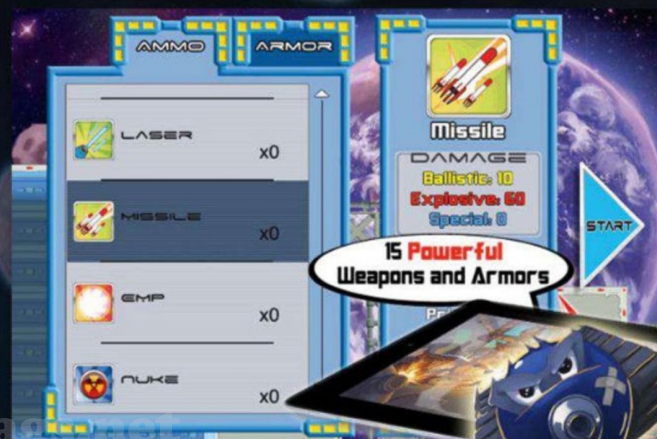
Don't be fooled. RoboHero may appear free, but it's actually only free for the first 10 story levels. The good news is that by that time you'll know whether you want to continue on and if you do, it's only a small purchase anyway.

This game is a top down, turn based, strategy puzzler where players assume the role of Robo, a robot who has been cast aside to the scrap heap. But Robo finds his way to the robot ship where an army is being assembled to destroy the evil droids and rescue earth from oblivion.

This all works by planning Robo's moves out 15 moves in advance where every move, turn weapon change etcetera is counted as one turn. Once you've planned how your attack will go, you simply hit start and watch as Robo launches into action as the enemy launches their counter. It involves a lot of planning, predictions and timing which can be taxing yet rewarding when it comes together.

It's taxing because there is a lot to think about and mistiming your turn or shot can destroy all your hard work within seconds. You also need to use the full compliment of turns; otherwise, Robo will lay dormant for the moves left unused. It makes the game a very tough one and, considering the multitude of levels, it certainly requires a large amount of mental investment.

Simply completing the level is not enough either as a star reward system means that by achieving certain objectives you'll be awarded up to three stars providing an added challenge that some gamers just



simply cannot leave alone. You'll need to be smart to get all three in any one level, never mind all 30.

If you just want to get through the level, then you can expect things to be a little more forgiving as you are given the chance to see the future movements of enemies around you, though this is limited and doesn't negate the need for timing and precision.

The level of challenge in this game is refreshing for the mobile era though it may be too much for some. Others will indulge in the longevity of the game even if dying means starting a level over again. Frustrating for some, great for others.

RoboHero is a game that really lends itself to multiplayer but there is no online multiplayer to speak of. That's disappointing but you can play with friends in a pass and play scenario or against the AI in Arena Mode. That doesn't really make up for the fact online is non-existent, but at least it's something.

This game is a thinker, not just a tank rolling a round shooting stuff. You need to be analytical and think hard, especially to reach 3 stars on any given level. Visually RoboHero isn't ground breaking, but it plays smoothly and has a ton of depth and is challenge.



122 Ratings

Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later



Price: free

Category: Games

Released: Jan 15, 2012

Version: 1.0.2

Size: 28.7 MB

Languages: English

Seller: Bravado Waffle, Inc.

# FUTURE IDEVICES MAY HAVE TOUCH ZONES BEYOND JUST THE DISPLAY

An Apple patent was recently discovered that sheds light on what future iDevices may offer in regards to touch controls. This patent's idea is to be able to use touch input anywhere on an iDevice, not just the touchscreen.

Since 2010, patent records have shown Apple working with touch zones around the bezel. However, the idea of the whole iDevice having touch zones around it is a new concept.

The implications of upcoming iDevices allowing users to control apps via touch input are immense. For instance, gamers wouldn't have to worry about their fingers covering the play area of a game if they could use the back side of the device for input.

This also could be tied to the idea of the Apple iTV having remote control functionality through a touch-input surface that isn't necessarily the same as a touchscreen.

The Magic Trackpad, when released by Apple in 2010, caught many by surprise in the desktop computing industry because such sensitivity worked very well if done right for input.

The applications will have to answer to this sort of input to be put to use, but that tells us that Apple is probably experimenting with the idea.



# THE iPad INFILTRATES THE CORPORATE MARKET

More enterprises are starting to realize that the iPad is a powerful business tool and not just an entertainment device. It is truly making strides in certain enterprises, one of which is pharmaceutical firms.

Co-founder of Veeva Systems Inc. was quoted saying that *"nothing touches the speed of adoption of the iPad"* in this market.

The iPad is the tablet of choice among enterprises. But the Mac, however, is also gaining a foothold in this market. This can partly be attributed to the rise of the iPad there. As the adoption rates of iPads increases, employees are starting to explore other Apple options as well – and becoming more comfortable working with Mac products in general.

This is a huge opportunity for Apple because business computing use has been traditionally dominated by Microsoft and productivity apps such as Microsoft Office. If Apple can make headway with the iPad and start getting these enterprises to dabble in iWorks, for instance, it could be a huge revenue stream for Apple's software department.

According to research firm Gartner, Inc., the amount of total U.S. PC shipments during fourth quarter of 2011 dropped by 5.9% from a year prior, meanwhile the Mac platform grew by 20.7% during this period in the U.S. from the prior year. Some of this can obviously be making an impact among businesses. However, despite the growth Apple is still trailing quite a bit behind the likes of Dell and HP among PC manufacturers.

Microsoft can't be counted out just yet with their strong grip on this market and some very respectable software suites for enterprises. Will Apple eventually overtake the corporate giant? Or does Apple really even want to? Apple may be quite satisfied at targeting average consumers like students who bring the Cupertino giant massive profits and revenue streams.

It will be an interesting time when Windows 8 tablets start becoming available (later this year) to see how enterprises respond to them as compared to the iPad. However one thing is for sure: the iPad is gaining traction along with the Mac platform in the competitive enterprise market.



# iTunes Review

## Academy Awards

Academy Awards aren't handed out to casting directors, but perhaps they should be, especially this year. Of the actors nominated for Best Actor and Best Supporting Actor this year, the majority of them are either at the top of their game or seem to be mounting some type of a comeback.

George Clooney and Brad Pitt are definitely two of the hottest leading men in movies today. While it may seem that Pitt is in the tabloids more than the movies, he's still packing them into the theaters, as is Clooney. Jonah Hill is making the successful switch from young funny guy to serious dramatic actor.

Like Pitt, Nick Nolte has appeared more often in the tabloids than the movies. Unlike Pitt, Nolte hasn't had a string of hits to make people forget what they read about him. Christopher Plummer has, of course, been around for decades. But all we remember him for is his portrayal of Captain von Trapp in *The Sound of Music*.

As we look forward to these actors possibly winning either the Best Actor or Best Supporting Actor Oscars, this is a look back at the movies that first made us sit up and take notice of them.



We first became aware of **George Clooney** on television. He appeared on not just one, but two series called *ER*. It was as pediatrician Dr. Doug Ross on the drama *ER* that he and his hairstyle became a household name, before he left the hospital behind to make a move towards the big screen.

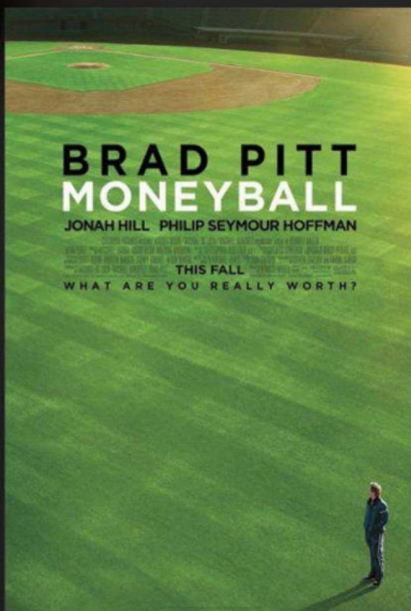


**GEORGE CLOONEY  
NOMINATED FOR  
BEST ACTOR FOR THE  
DESCENDANTS**

by Alexander Payne  
Genre: Comedy, Drama  
Released: December 9, 2011

Clooney wasn't noticed much in the movies until he starred in the Coen Brothers' *O Brother, Where Art Thou?* as one of three convicts working on a rural Mississippi chain gang in 1937. The three escape in order to find the loot one of them hid before being incarcerated. In their search for the cash they run into several interesting characters and become famous.

The film went on to win Clooney a Golden Globe Award for Best Actor, his first. Earlier this year, he won a Golden Globe for his role in *The Descendants* and is also nominated for an Oscar for his turn as Matt King. Additionally, he is nominated as a screenwriter for the film *The Ides of March*.



## BRAD PITT NOMINATED FOR BEST ACTOR FOR MONEYBALL

by Bennett Miller

Genre: Biography, Drama, Sport

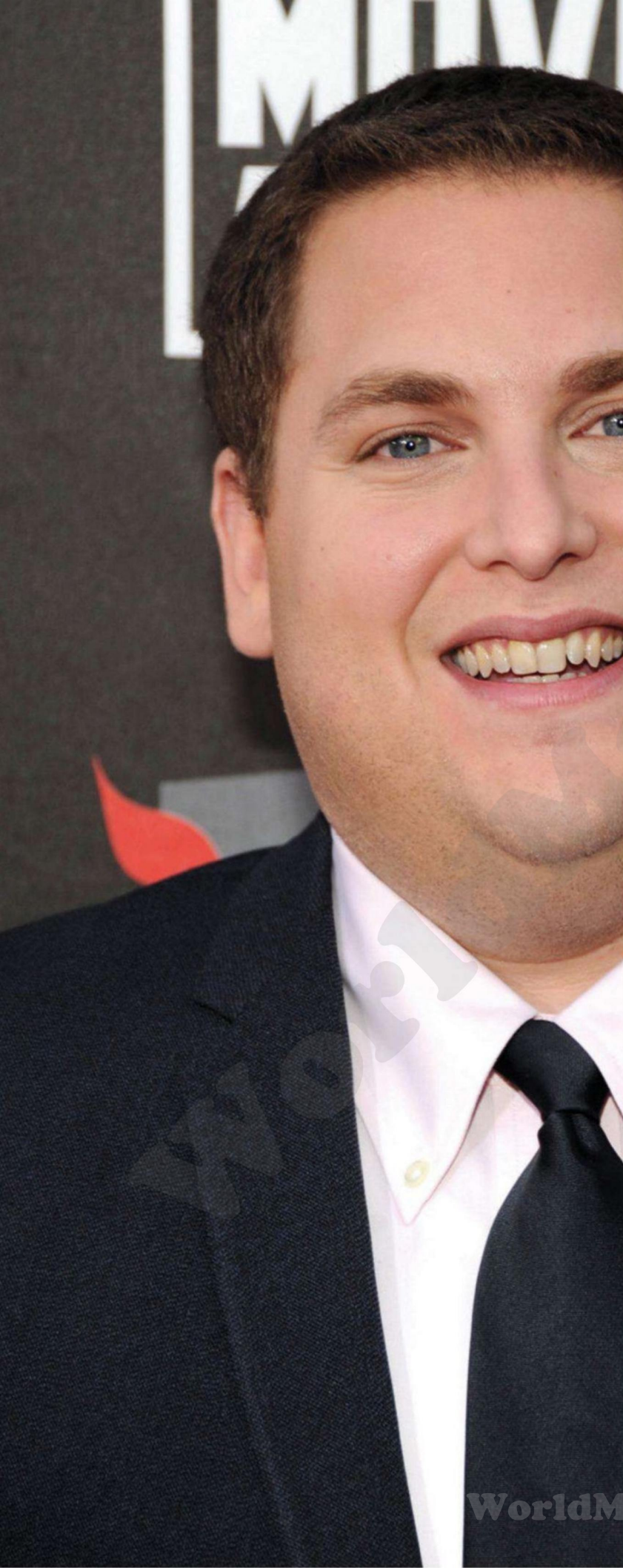
Released: September 23, 2011

Women all over were noticing Missouri-raised Brad Pitt with his golden good looks. He stole every small scene he landed, including his small role as the drifter who beds Geena Davis in *Thelma & Louise*. He landed on the cover of *People Magazine* as the Sexiest Man Alive.

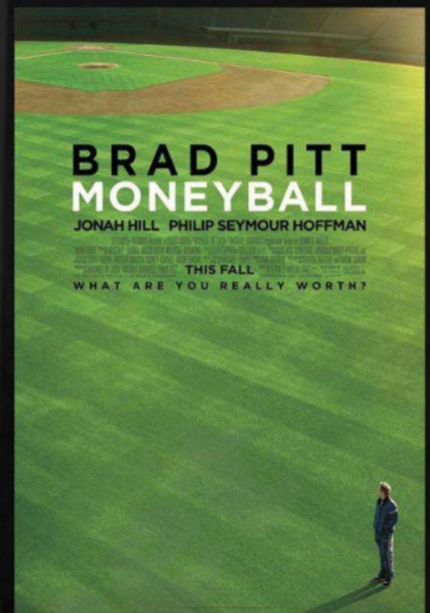
Pitt's first leading actor role was in *A River Runs Through It*, and two years later, he starred in *Legends of the Fall*, which earned him his first Golden Globe Award nomination. Based on the Jim Harrison book of the same name, the film centers around three brothers (Pitt, Aidan Quinn, Henry Thomas) coming of age on a Montana ranch during World War I. Throughout the years, the three compete for the love of the same woman (Julia Ormond), as well as their father's (Anthony Hopkins).

Following *Legends of the Fall*, Pitt was no longer being seen as just a pretty face, yet has only racked a single on Golden Globe Award to his credit. He has received a Best Actor Oscar nomination for his role in *Moneyball* as baseball general manager, Billy Beane.





Pitt's  
costar in  
*Moneyball*  
is anti-hero  
**Jonah Hill**,  
who originally  
made a name  
for himself  
appearing  
in Judd  
Apatow films  
and other  
comedies.  
He's great at  
what he does,  
but a year  
ago no one  
would have  
expected  
him to have  
a serious  
shot at an  
Academy Award.

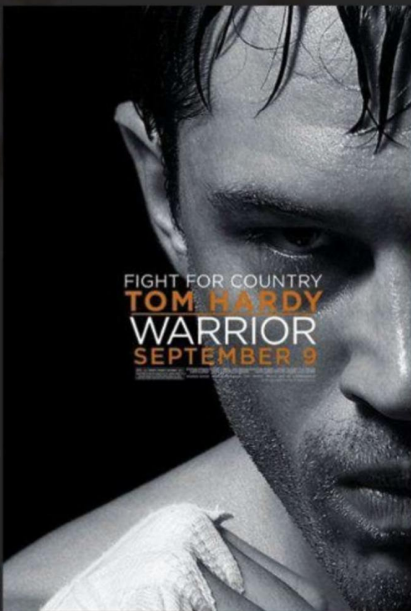


**JONAH HILL  
NOMINATED FOR BEST  
SUPPORTING ACTOR  
FOR MONEYBALL**

by Bennett Miller  
Genre: Biography, Drama, Sport  
Released: September 23, 2011

We knew Hill as that funny chubby kid in the movies, but it was the Apatow comedy *Superbad* that made us sit up and learn the name Jonah Hill, along with the fictitious name of "McLovin." Hill and Michael Cera starred as two high-schoolers scheming their way into a drinking party at a hot girl's house. It wasn't so much the boys' efforts to get to the drinking party, but their awareness that they would eventually be separated by college and maturity that made the movie unforgettable.

Whether or not Hill wins for *Moneyball*, his career has definitely made a huge turn. He's no longer the funny, chubby kid. He's a 28-year-old leading man after trimming down considerably, meaning this might be just his first appearance as an Academy Award nominee.



**NICK NOLTE  
NOMINATED FOR BEST  
SUPPORTING ACTOR  
FOR WARRIOR**

by Gavin O'Connor  
Genre: Action, Drama, Sport  
Released: September 9, 2011

**Nick Nolte** could be described as a seasoned actor, or also as an actor who has made some mistakes and is lucky to have pulled out of it to be sitting as an Academy Award nominee. He began his professional career as a model, then turned to acting, with his first big role as

Tom Jordache in the mini-series *Rich Man, Poor Man*, which catapulted him to fame.

A few years later, Nolte starred in *48 Hrs.*, playing the straight man to Eddie Murphy. Nolte starred as a cop who visits a convict (Murphy) in jail with the hope he'll lead him to an escaped killer. The convict convinces him to get him released from prison on a forty-eight hour pass to aid in the search. The cop is never quite sure how much he can trust the convict.

*48 Hrs.* set Nolte on a path to leading man roles, and while his career has never stalled, audiences stopped taking notice of him. That is, until he hit the tabloids after a drunk-driving arrest. His Best Supporting Actor nomination for *Warrior* could make people finally forget that infamous mug shot.



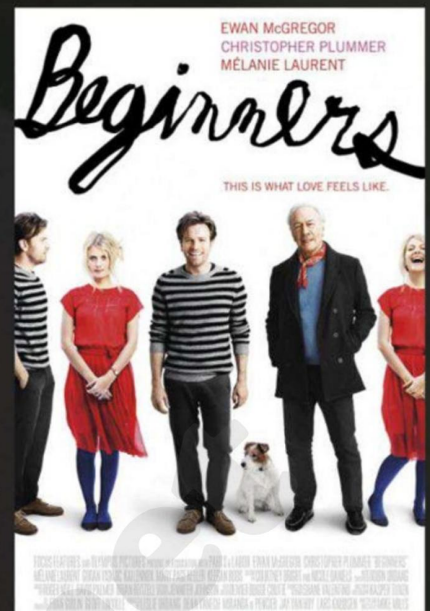


The name **Christopher Plummer** might not be so easily recognizable, but his face is, even though it's nearly half a century later. He will always be Captain von Trapp to moviegoers.

Plummer starred as the handsome head of the von Trapp household. He ran a tight ship with his

brood coming to attention at the sound of his whistle, but postulant Maria (Julie Andrews) brought a warmth to the family as their governess that ended up rubbing off on the stodgy Navy Captain. He softens, marrying Maria, and the family escapes from the Nazis in Austria.

While it at first seems that Plummer disappeared from the movies after *The Sound of Music*, he has actually worked continuously since. With such a beloved movie, though, movie audiences aren't going to ever forget him as the head of the von Trapp family. This year he's nominated for his role in *Beginners*, a role he won a Golden Globe for just last month.



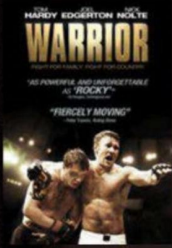
**CHRISTOPHER PLUMMER**  
**NOMINATED FOR BEST SUPPORTING ACTOR FOR BEGINNERS**

by Mike Mills

Genre: Comedy, Drama, Romance

Released: June 9, 2011

## View in iTunes



### WARRIOR

by Gavin O'Connor

Genre: Drama

Released: 2011

Price: \$14.99 / Buy HD \$19.99



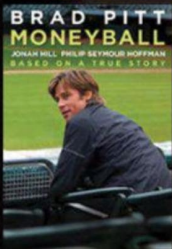
### BEGINNERS

by Mike Mills

Genre: Comedy

Released: 2011

Price: \$9.99



### MONEYBALL

by Bennett Miller

Genre: Drama

Released: 2011

Price: \$14.99 / Buy HD \$19.99

## More



### THE DESCENDANTS

by Various Artists

Genre: Soundtrack, Music

Released: Nov 15, 2011

18 Songs

Price: \$10.99



### THE DESCENDANTS

by Kauai Hart Hemmings

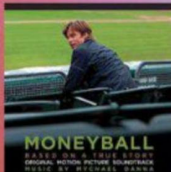
Category: Fiction & Literature

Published: May 15, 2007

Publisher: Random House Publishing Group

Language: English

Price: \$11.99



### MONEYBALL

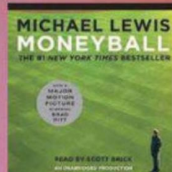
by Mychael Danna

Genre: Soundtrack, Music

Released: Sep 20, 2011

23 Songs

Price: \$9.99



### MONEYBALL: THE ART OF WINNING AN UNFAIR GAME

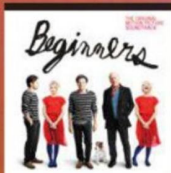
by Michael Lewis

Genre: Audiobook, Sports

Published: 2003

Provider: Random House Audio

Price: \$20.95



### BEGINNERS

by Various Artists

Genre: Soundtrack, Music

Released: May 30, 2011

12 Songs (+ Digital Booklet)

Price: \$10.99



### WARRIOR

by Mark Isham

Genre: Soundtrack, Music, Original Score, Pop, Pop/Rock, Rock

Released: Feb 10, 2004

12 Songs (+ Digital Booklet)

Price: \$9.99

## Music



### SCARS & STORIES MPIRE

Genre: Pop, Music, Rock, Adult  
Alternative, American Trad Rock  
Released: Feb 07, 2012  
by Epic Records  
18 Songs  
Price: \$12.99



1641 Ratings

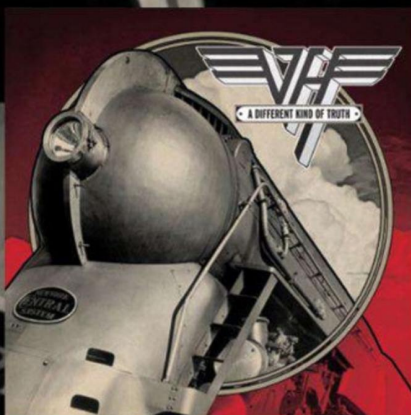


It's been three highly anticipated years since we heard anything new from Denver, Colorado pop-rock band, **The Fray**. The band's last album titled "*The Fray*" received great praise from fans and gained the attention of producer Brenden O'Brien. O'Brien has produced albums for artists like Pearl Jam, Bruce Springsteen, and Rage Against the Machine. The band traveled to the Blackbird Studio in Nashville Tennessee in March 2011 and began collaborating with O'Brien on what would become the group's third album to date, titled "*Scars and Stories*." Front man Isaac Slade said the album title and songs are inspired by hardships and troubles that the group had to overcome during their career. According to the iTunes community, *Scars and Stories* carries a similar sound to The Fray's other works and many are commending the band for sticking to their roots.

The album starts out with the track "*Heartbeat*," an up-tempo song featuring a patterned guitar line, loud and focused drum beats, and Isaac Slade's signature vocal styling. The collection features a variety of both aggressive and serene sounding melodies. "*Be Still*" showcases Isaac's vocal range as thoughtful lyrics craft a beautifully poignant score, accompanied by a soft yet powerful piano. Switching to the other side of the spectrum, "*Turn Me On*" carries a fast-paced and fiery rhythm, overshadowed by boisterous vocals and harmonic background singing. The album contains seventeen tracks, including five bonus songs. "*Boulder to Birmingham*" is one such extra, featuring Emmylou Harris. This country-style tune pairs electric organs and acoustic guitars with a soulful and almost gospel-like refrain and breathes a sense of originality into the collection.

*Scars and Stories* has received mixed reviews from industry professionals. Some herald it as a great album with that classic "*Fray*" sound, but others are showing displeasure in the fact that it is "*so much like the band's other works*." Professional opinions aside, the majority of reviews on iTunes are positive, making this a great album choice if you're a fan of The Fray or their style of piano rock.





**VAN HALEN**  
**A DIFFERENT KIND OF TRUTH**

Genre: Rock, Music, Hair Metal, Arena Rock, Metal, Pop, Pop/Rock, Hard Rock

Released: Feb 07, 2012

by The Three Twins and Diamond Dave Enterprises

13 Songs (+ Digital Booklet)

Price: \$11.99




2346 Ratings



Anyone who appreciates the rock genre and hasn't heard of the band **Van Halen** is seriously missing out. Since it was formed in 1972, the band has experienced rapidly growing success and captured a variety of different awards and records. As of 2007, Van Halen had sold 80 million albums worldwide. The group holds the record for the most #1 hits by a single entity on the Billboard Mainstream Rock charts. According to the Recording Industry Association of America, Van Halen has been labeled as the 19th bestselling band of all time and their debut album titled "*Van Halen (1978)*" was certified diamond (reaching 10 million in sales) by the RIAA. However, records aside, the troupe has seen much turmoil and controversy over the years. Tensions between lead vocalist David Lee Roth and lead guitarist Eddie Van Halen caused the band to eventually take a lengthy hiatus from the public. That decision came after two changes at lead vocals and one at bass, although the band still found good success during the transformations. Their new album "*A Different Kind of Truth*" marks the reunion with David Lee Roth and ends a fourteen year absence from the studio. It is the twelfth collection in their discography. This is also the debut of Eddie Van Halen's son, Wolfgang Van Halen, who takes over the band's bassist position.

"*A Different Kind of Truth*" is classic Van Halen and is actually comprised of a lot of unused and misplaced lyrics that the band generated back in the late 1970's. The album starts off with a single that the band released back on January 10, 2012 entitled "*Tattoo*." This song rocketed to number one on the Billboard Hard Rock Singles Chart. "*Tattoo*" is a grungy, blues-inspired track that showcases David Lee Roth's trademark voice and some harmonic background vocals. "*She's the Woman*" continues the blues theme but the vocals in this song are almost



overshadowed by some skillful, hard rock, guitar lines and drum beats. *"Honeybabysweetiedoll"* will take you by surprise as it shifts its almost metal instrumental with wailing guitars, heavy drums, and some fast paced vocals. Another popular score on the collection, *"Stay Frosty"* has slick and *"vocally cool"* sounding lyrics that tie together well with a country-blues infused instrumental. Unfortunately, there are no bonus tracks on this collection, but it does contain a digital booklet complete with hand-written lyrics from David Lee Roth.

Van Halen is one of the most influential rock bands that ever entered the genre and unfortunately some personal issues caused the band to leave the public eye for a pretty long time. Being a fan myself, I am incredibly happy that Van Halen decided to get back together and that their trademark sound has stayed so intact. Industry professionals and iTunes users are already raving over this album and it's obvious the world is welcoming the group's return with open arms. If you're a rock fan, you'll probably like this album, but if you're a Van Halen fan, than this is a must have.

# AppleMagazine™



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12 ISSUES

**HALF YEAR**

26 ISSUES

**ONE YEAR**

52 ISSUES



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## US

- 01 I Will Always Love You  
*Whitney Houston*
- 02 Rolling in the Deep  
*ADELE*
- 03 Part of Me  
*Katy Perry*
- 04 Set Fire to the Rain  
*ADELE*
- 05 Someone Like You  
*ADELE*
- 06 We Are Young (feat. Janelle Monáe)  
*Fun.*
- 07 Stronger (What Doesn't Kill You)  
*Kelly Clarkson*
- 08 Paradise  
*Coldplay*
- 09 I Wanna Dance With Somebody  
(Junior's Happy Handbag Mix)  
*Whitney Houston*
- 10 Greatest Love of All  
*Whitney Houston*

## GERMANY

- 01 Ai Se Eu Te Pego (Nossa Nossa)  
*Michel Teló*
- 02 She Doesn't Mind  
*Sean Paul*
- 03 Do You Like What You See  
*Ivy Quainoo*
- 04 Anti Hero (Brave New World)  
*Marlon Roudette*
- 05 Somebody That I Used to Know  
(feat. Kimbra)  
*Gotye*
- 06 Heart Skips a Beat (feat. Rizzle Kicks)  
*Olly Murs*
- 07 Turn Me On (feat. Nicki Minaj)  
*David Guetta & Nicki Minaj*
- 08 Shake It Out  
*Florence + The Machine*
- 09 The A Team  
*Ed Sheeran*
- 10 I Will Always Love You (2000 Remaster)  
*Whitney Houston*

# iTUNES STORE TOP 10 SONGS

## UK

- 01 Hot Right Now (Radio Edit)  
*DJ Fresh*
- 02 Next to Me  
*Emeli Sandé*
- 03 Somebody That I Used to Know  
(feat. Kimbra)  
*Gotye*
- 04 Titanium (feat. Sia)  
*David Guetta & Sia*
- 05 Wild Ones (feat. Sia)  
*Flo Rida*
- 06 Domino  
*Jessie J*
- 07 Alone Again (UK Radio Edit)  
*Alyssa Reid*
- 08 Next to Me  
*Emeli Sandé*
- 09 Twilight  
*Cover Drive*
- 10 Mama Do the Hump  
*Rizzle Kicks*

## BRAZIL

- 01 Someone Like You  
*ADELE*
- 02 Rolling in the Deep  
*ADELE*
- 03 Part of Me  
*Katy Perry*
- 04 Paradise  
*Coldplay*
- 05 I Will Always Love You  
(2000 Remaster)  
*Whitney Houston*
- 06 Set Fire to the Rain  
*ADELE*
- 07 Ai Se Eu Te Pego  
*Michel Teló*
- 08 We Found Love  
(feat. Calvin Harris)  
*Rihanna*
- 09 Moves Like Jagger  
[feat. Christina Aguilera]  
*Maroon 5*
- 10 If I Catch You (Original Mix)  
*Michel Teló*

## FRANCE

- 01 I Will Always Love You  
*Whitney Houston*
- 02 Ai Se Eu Te Pego (Live)  
*Michel Teló*
- 03 I Know  
*Irma*
- 04 I Will Always Love You  
*Whitney Houston*
- 05 Give Me All Your Luvin'  
(feat. Nicki Minaj & M.I.A.)  
*Madonna*
- 06 Je l'aime à mourir (Studio Version)  
*Shakira*
- 07 Video Games (Remastered)  
*Lana Del Rey*
- 08 Someone Like You  
*ADELE*
- 09 Nightcall  
*Kavinsky*
- 10 Rolling In the Deep  
*ADELE*

## AUSTRALIA

- 01 Wild Ones (feat. Sia)  
*Flo Rida*
- 02 I Will Always Love You  
*Whitney Houston*
- 03 Turn Up the Music  
*Chris Brown*
- 04 Paradise  
*Coldplay*
- 05 Hey Hey Hey (Pop Another Bottle)  
[Video Edit]  
*Laurent Wery*
- 06 Turn Me On (feat. Nicki Minaj)  
*David Guetta & Nicki Minaj*
- 07 Lonely Boy  
*The Black Keys*
- 08 I Love It (feat. Sia)  
*Hilltop Hoods*
- 09 Throw Your Hands Up (Dancar  
Kuduro) [feat. Pitbull & Lucenzo]  
*Qwote*
- 10 Summer Paradise  
*Simple Plan*

## SPAIN

- 01 Someone Like You  
*ADELE*
- 02 I Will Always Love You  
*Whitney Houston*
- 03 Rolling In the Deep  
*ADELE*
- 04 Ai Se Eu Te Pego  
*Michel Teló*
- 05 Ai Se Eu Te Pego (Live)  
*Michel Teló*
- 06 I Will Always Love You  
*Whitney Houston*
- 07 One Moment In Time  
*Whitney Houston*
- 08 Give Me All Your Luvin'  
(feat. Nicki Minaj & M.I.A.)  
*Madonna*
- 09 Titanium (feat. Sia)  
*David Guetta & Sia*
- 10 Blackstar (feat. Ferrara, Electric Nana,  
Macadamia, Stelion & Tolo Servera)  
*Carlos Jean*

## CANADA

- 01 Part of Me  
*Katy Perry*
- 02 I Will Always Love You  
*Whitney Houston*
- 03 Rolling In the Deep  
*ADELE*
- 04 Set Fire to the Rain  
*ADELE*
- 05 Someone Like You  
*ADELE*
- 06 Give Me All Your Luvin'  
(feat. Nicki Minaj, M.I.A.)  
*Madonna*
- 07 Call Me Maybe  
*Carly Rae Jepsen*
- 08 Stronger (What Doesn't Kill You)  
*Kelly Clarkson*
- 09 Somebody That I Used to Know  
(feat. Kimbra)  
*Gotye*
- 10 Turn Me On (feat. Nicki Minaj)  
*David Guetta & Nicki Minaj*

## AUSTRIA

- 01 **Ai Se Eu Te Pego (Nossa Nossa)**  
*Michel Teló*
- 02 **She Doesn't Mind**  
*Sean Paul*
- 03 **Somebody That I Used to Know (feat. Kimbra)**  
*Gotye*
- 04 **Jar of Hearts**  
*Christina Perri*
- 05 **Turn Me On (feat. Nicki Minaj)**  
*David Guetta & Nicki Minaj*
- 06 **Anti Hero (Brave New World)**  
*Marlon Roudette*
- 07 **I Will Always Love You**  
*Whitney Houston*
- 08 **Do You Like What You See**  
*Ivy Quainoo*
- 09 **Someone Like You**  
*ADELE*
- 10 **Willkommen in Österreich**  
*Ungebleicht*

## BELGIUM

- 01 **Ai Se Eu Te Pego**  
*Michel Teló*
- 02 **I Will Always Love You**  
*Whitney Houston*
- 03 **Take You Higher (Radio Edit)**  
*Goodwill & Hook n Sling*
- 04 **Video Games**  
*Lana Del Rey*
- 05 **Someone Like You**  
*ADELE*
- 06 **Ik Neem Je Mee**  
*Gers Pardoel*
- 07 **Give Me All Your Luvin' (feat. Nicki Minaj & M.I.A.)**  
*Madonna*
- 08 **Like a Virgin (From The Voice van Vlaanderen)**  
*Joke Vincke*
- 09 **Bang Bang (From The Voice van Vlaanderen)**  
*Vinken Zusjes*
- 10 **I Follow Rivers (The Magician Remix)**  
*Lykke Li*

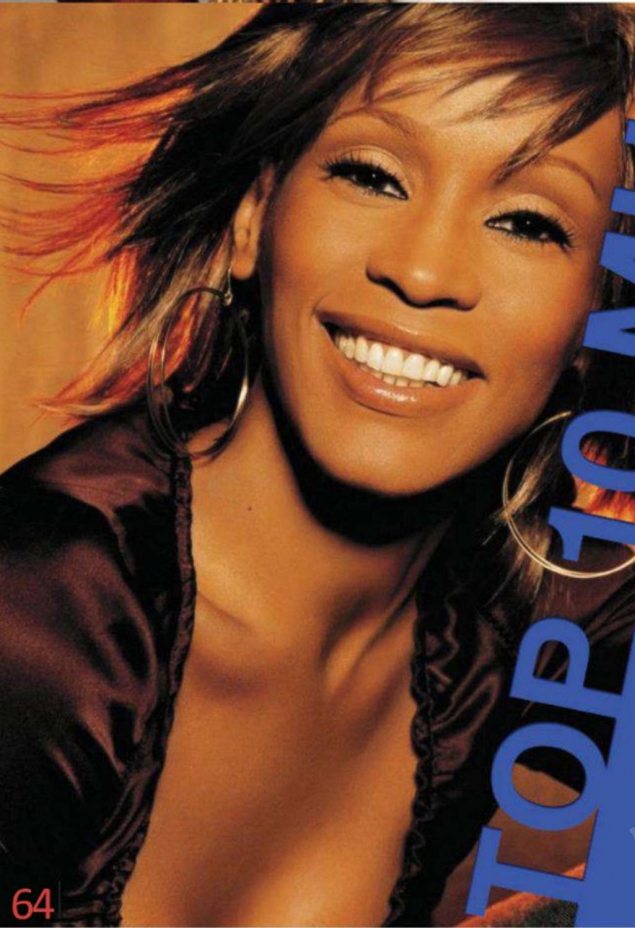
## SWEDEN

- 01 **When I Held Ya**  
*Moa Lignell*
- 02 **Ai Se Eu Te Pego**  
*Michel Teló*
- 03 **I Will Always Love You**  
*Whitney Houston*
- 04 **Some Die Young**  
*Laleh*
- 05 **Nobody Knows**  
*Darin*
- 06 **Aldrig aldrig**  
*Andreas Lundstedt*
- 07 **Äckligt**  
*Ansiktet*
- 08 **Give Me All Your Luvin' (feat. Nicki Minaj & M.I.A.)**  
*Madonna*
- 09 **Sober**  
*Loreen*
- 10 **Emmylou**  
*First Aid Kit*

## ITALY

- 01 **Ai Se Eu Te Pego**  
*Michel Teló*
- 02 **I Will Always Love You**  
*Whitney Houston*
- 03 **Give Me All Your Luvin' (feat. Nicki Minaj & M.I.A.)**  
*Madonna*
- 04 **Titanium (feat. Sia)**  
*David Guetta & Sia*
- 05 **L'ultima Notte Al Mondo**  
*Tiziano Ferro*
- 06 **Distratto**  
*Francesca Michielin*
- 07 **Turning Tables**  
*ADELE*
- 08 **Someone Like You**  
*ADELE*
- 09 **All At Once**  
*Whitney Houston*
- 10 **Young, Wild & Free (feat. Bruno Mars)**  
*Snoop Dogg & Wiz Khalifa*

# iTUNES CHARTS



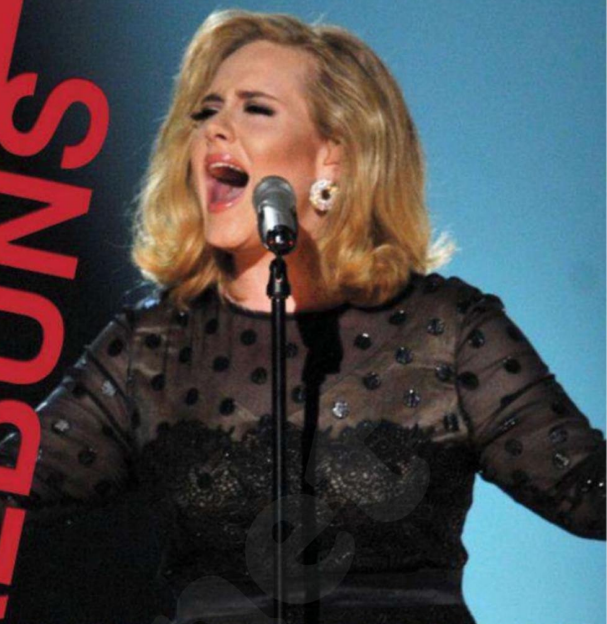
## TOP 10 MUSIC VIDEOS

- |    |  |
|----|--|
| 01 | <b>Sexy and I Know It</b><br><i>LMFAO</i>                    |
| 02 | <b>Rolling In the Deep</b><br><i>ADELE</i>                   |
| 03 | <b>I Wanna Dance With Somebody</b><br><i>Whitney Houston</i> |
| 04 | <b>Party Rock Anthem</b><br><i>LMFAO</i>                     |
| 05 | <b>Greatest Love of All</b><br><i>Whitney Houston</i>        |
| 06 | <b>I Have Nothing</b><br><i>Whitney Houston</i>              |
| 07 | <b>Someone Like You</b><br><i>ADELE</i>                      |
| 08 | <b>I Look to You</b><br><i>Whitney Houston</i>               |
| 09 | <b>I'm Every Woman</b><br><i>Whitney Houston</i>             |
| 10 | <b>Give Me All Your Lovin'</b><br><i>Madonna</i>             |

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01  
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10

- 21  
*Adele*  
**Whitney - The Greatest Hits**  
*Whitney Houston*  
**Mylo Xyloto**  
*Coldplay*  
**Barton Hollow**  
*The Civil Wars*  
19  
*ADELE*  
**2012 GRAMMY Nominees**  
*Various Artists*  
**Stronger**  
*Kelly Clarkson*  
**Sinatra: Best of the Best**  
*Frank Sinatra*  
**Kisses On the Bottom**  
*Paul McCartney*  
**Bon Iver**  
*Bon Iver*





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# iTELEPORT

USE iTELEPORT TO REMOTE CONTROL YOUR COMPUTER

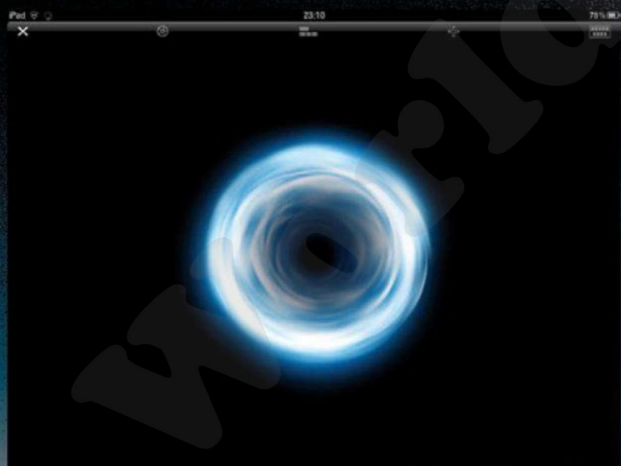
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## USE iTELEPORT TO CONTROL YOUR COMPUTER REMOTELY

Imagine how useful it would be to have access to all your home computer's files, wherever you happen to be and on whatever particular device you are using at that time, with the only requirement being an internet connection. Using iTeleport, it is perfectly practical to do just this and so one can commute to the workplace without worrying about leaving an important document at home, or continue working within a software suite such as Microsoft Office while sitting on the subway with only an iPad.

iTeleport also has some other tricks up its sleeve, such as enabling users to surf the web with their desktop computer's web browser and thus allowing Flash, but still offering the magical Apple experience.

### HOW DOES iTELEPORT WORK?



iTeleport is a **VNC** (or Virtual Network Computing) application. VNC software enables a computer to remote control another device or computer, by showing this host computer's desktop and allowing

complete control of virtually all applications and files, provided there is a robust internet connection. While VNC apps are by no means new, in the past they typically required significant network knowledge in order to get up and running and have thus been confined to tech-savvy computer users.

With iTeleport, however, the power of VNC is unlocked and placed into the hands of the typical user, offering an effortless and slick method of operation, the way one expects when using an Apple product. There are versions of iTeleport for all iOS devices and the developers of the app also recently released a Mac version, which means that a Mac or iOS device can easily control another computer, whether the machine in question is another Mac, a Windows PC or even a Linux computer.

### GETTING STARTED

#### Host Computer

Getting started with iTeleport is remarkably simple and one must follow just a few steps which should not take very long, nor offer too much of a challenge to even a novice computer user. We first begin by installing the free application iTeleport Connect on the 'host' computer - that is, the computer which we wish to access or control.

iTeleport Connect is available from the **iTeleport website** and though we'll walk through the process for setting up a Mac, both Linux and Windows should be very similar.

Once iTeleport Connect is installed and launched, we shall need a Gmail account in order to enable the app to make use of Google's servers and save us the



hassle of the advanced networking and IP configuration (this step is optional but highly recommended). This done, the computer is now ready to be controlled by iTeleport.

## Guest Computer Or Device

Following the successful setup of iTeleport on our host computer, (the machine which we wish to control), the next step is to configure the guest computer or iOS device. All compatible iOS versions are available from the **iOS App Store**, while a Mac version is available on the **Mac App Store**.

Launching iTeleport on an iOS device or Mac will bring up a selection screen for local servers, from which your host computer can be selected. If connecting to a Mac, it may be necessary to input your Mac's Username and Password, depending on which iteration of OS X you are currently running.

TELEPORT

Once this has been completed, that's it! You are now ready to begin using iTeleport. It would be prudent to begin testing iTeleport by running both the host and guest machines on the same local internet network, but your host computer can be connected to from any network - whether you are next door or hundreds of miles away, on an iPhone or a Mac.



## USING ITELEPORT

The advantages that VNC software such as iTeleport offer are many; users can access all their important documents from home, an iPad can be made to browse the internet with all the benefits of a desktop computer (such as Flash) by making use of your Mac's web browser and even simple games such as FarmVille can be controlled via an iPad.

Unfortunately, due to the inherent challenges of VNC technology, iTeleport will not allow sound to be streamed to your device, so accessing videos and music becomes of little use. But, this drawback aside, iTeleport truly is the future of remote access in the Cloud Computing era and can empower even an iOS device to tackle complex and resource-heavy tasks. ■

by Adam Williams

# FINANCE

## THE EUROPEAN CRISIS AND APPLE

As Apple, Inc. (NASDAQ: APPL) hurdles the \$500 a share mark, its market cap now more than tech leviathans Google (NASDAQ: GOOG) and Microsoft (NASDAQ: MSFT) combined and five times more than Facebook's estimated IPO value, the importance of the tech giant's development of its iDevices can not be denied. Apple's numbers also point out a simple fact—the once moderately successful computer manufacturer has grown into a global force to be reckoned with. It's even more remarkable when we consider that this power existed even before Apple made huge forays into emerging markets like China, and a lot of this growth occurred during economic turmoil, especially in Europe. Since July of 2008, just about the time events in financial markets were triggering

a worldwide economic slowdown, both Microsoft and Google have managed to edge their share prices up 20%. Apple, in that same time period, has had its share price rise by almost 200%. But with uncertainties over the euro, and the sovereign debt crisis hanging over many European Union members, can Apple still thrive in Europe?

As had happened in the United States with mortgage debt, one of the primary causes for the EU's crisis were complicated financial instruments designed to strip and repackage obligations for sale on the open market, known as credit derivatives. The Maastricht Treaty of 1992, drafted to create the pillar structure of the European Union as well as to create the Euro, held language that strictly limited government the spending and debt thresholds of member countries. Some countries like Greece and Portugal used credit derivatives to skirt the provisions outlined in the treaty and, as a result, spent recklessly (in Ireland's case, the debt wasn't a result of government overspending but



# APPLE INC

MONTHLY DATA INTERVAL

JULY 2008-FEBRUARY 2012

AAPL:NSQ



# GOOGLE INC

MONTHLY DATA INTERVAL

JULY 2008-FEBRUARY 2012

GOOG:NSQ





a bailout of Irish banks for the very same reason that American banks required rescue: property financing). Since these countries are now having a harder time paying back obligations, rating agencies have been forced to lower ratings making credit even harder to attain and negatively impacting the economy. Although not all EU member countries experienced ill-advised spending or financial mishandling, the crisis has reverberated throughout the region and kept Europe muddled in a lingering recession that has affected all facets of the economy.

Throughout this disorder, Apple has been one of the few companies to not only weather the European tempest, but also to actually thrive within its uncertainty. A cursory glance of the FTSE 100 (the Financial Times index of the top 100 market cap companies listed on the London Stock Exchange) shows that some of the largest European stocks are only now beginning to return to the pre-crisis levels of the mid 2000s, but computers and peripherals were still lagging. A Gartner report released last November pointed out that 14.8 million PCs were shipped in the 3rd quarter of 2011, reflecting a decline of 11.4% from the quarter of the previous year. Year to date numbers reflected poorly as well, with HP showing a decline of 7.5% for the year ending November of 2011 and Dell dropping 10%. But despite this tepid audience for computer equipment, Apple managed to avoid losing any traction, with sales reportedly rising a whopping 19.6% for that same time period. In England alone, for example, Apple saw a November year-to-date growth of 21.8% versus the precipitous plunge that Taiwanese PC manufacturer Acer experienced in the same period (Samsung was another big winner in the UK, spiking at

# MICROSOFT CORP

MONTHLY DATA INTERVAL

JULY 2008-FEBRUARY 2012

MSFT:NSQ



Volume EMA (14)



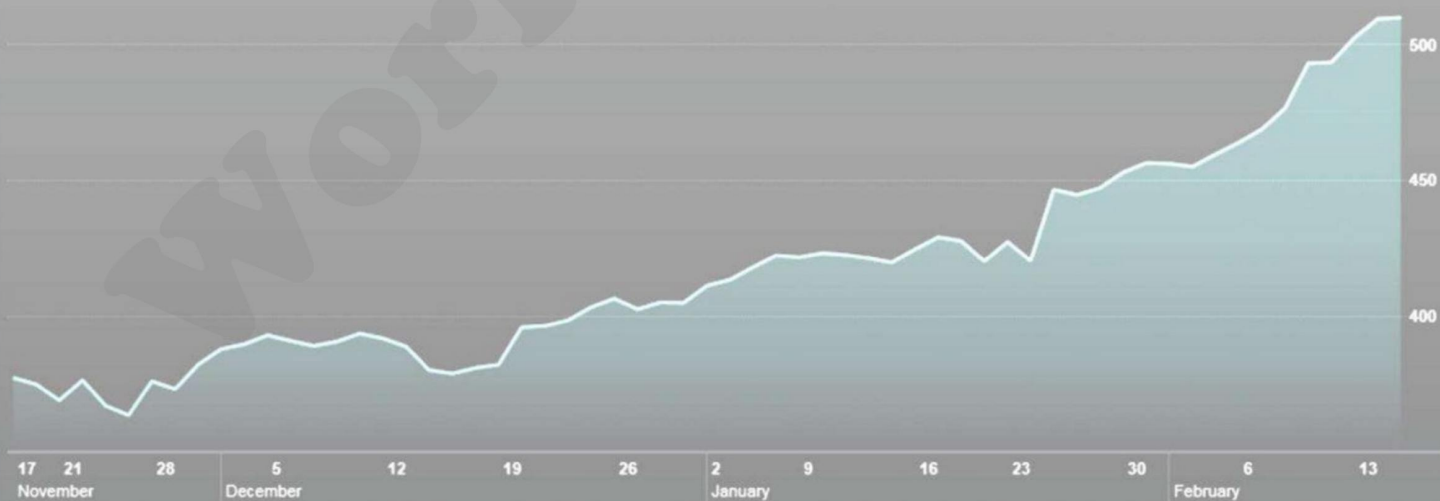
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# APPLE INC

DAILY DATA INTERVAL

3 MONTHS

AAPL:NSQ



Volume EMA (14)



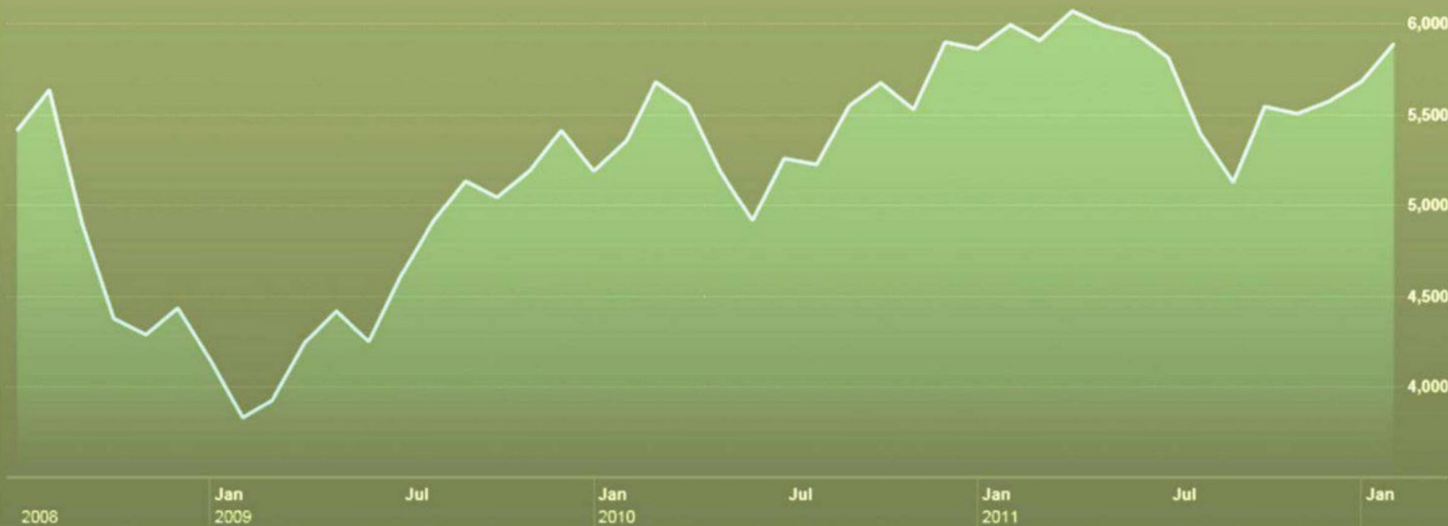
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# FTSE 100 INDEX

MONTHLY DATA INTERVAL

JULY 2008-FEBRUARY 2012

FTSE:FSI



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# MADRID SE INDEX

MONTHLY DATA INTERVAL

JULY 2008-FEBRUARY 2012

MA:MAD



Volume EMA (14)



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a remarkable 39%). And countries mired in lackluster economic news and with nearly half the young population unemployed, like Spain, have reported that Apple products exceed analyst's expectations. In the first 9 months of 2011 alone, sales of iPhones were up 60% in the beleaguered nation.

The prognosis for Europe's recovery is still unclear, and with the debt crisis an enduring predicament and persistent fears of a collapse in the Euro, not many analysts believe that the Union is headed for clearer skies. But with three new products ready to be launched in 2012 and a legion of loyal fans throughout the region, Apple looks equipped to not only survive in Europe, but once again set sales records.

## APPLE SHARES HIT \$500 MARK

Up 24% for the year, Apple inc. hit another milestone by reaching the \$500 per share mark on February 13th for the first time in the company's history and raising its market capitalization to a heady \$468 billion. Shares closed at \$502 per share, a rise of 1.9% for the day. ■

by Steve Hughes



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# EXPECT THE iPad 3 TO BE ANNOUNCED VERY SOON

All signs point to Apple gearing up to reveal the iPad 3 release date soon. Will it have a Retina display? Will it come in one size or multiple form factors? These questions should be answered before long.

The signs that point to this conclusion come from the iPad 2 being in short supply at many major retailers. Many of Apple's previous products, like the original iPad, were experiencing supply constraints before the successor product was announced; this was mostly due to Apple focusing on manufacturing the succeeding device.

If this rings true with the iPad 3, its manufacturing is probably already under way. However, this news isn't all cut and dry. Only the non-3G models are actually in short supply at retailers.

This either means that Apple is keeping the Wi-Fi iPad 2 models for a while as a cheaper alternatives to the iPad 3 – possibly as competition to the Kindle Fire – or the reason for the 3G iPad 2 shortage has to do with Apple phasing out carrier suppliers. Since the second reason is very unlikely to be true, indications suggest that the iPad 3 will be released very soon with the Wi-Fi iPad 2 being around for a bit longer in retail.

Rumors indicate March, 8 as a possible date for Apple to unveil its next tablet. The reason being that there are no programs scheduled yet at the Yerba Buena Center for the Arts in San Francisco on that day. The venue is where Apple traditionally makes big announcements and where the iPad 2 was announced last year.

*iPad 3's Release  
coming soon*



This great achievement also brings about another widely spread trend, which has been going on for the past 20 years, but never expansively exploited in the tech market: the pulverized market beyond geographical barriers. Companies have employees scattered through all continents: programmers, producers, artists, virtual managers... Well, their paychecks are quite real, that's for sure. Your next job might be in a company you've never heard of, located 7 thousand miles away; and you could conceivably work there for years, be promoted and fired without ever getting to know your boss or coworkers face to face. All this as a result of a now new generation of companies that specialize in creating apps, books, magazines, school material, music, movies... art in general, sold worldwide

thanks to... well, Apple. Companies that may or may not have a main office, in places like Iceland, Serbia or Kazakhstan, the latter a new surprising transcontinental Mecca comparable to Dubai or Abu Dhabi, way from being solely Borat's homeland.

What used to be a 'trend' in the 'distant future' marketwise is now a reality. As Steve Jobs would say, this Apple hallmark "*changes everything*".

**Creativity and innovation—live long and prosper!**

by Ivan Castilho



# IS IT A PHONE? IS IT A CAMERA? NO, AN iPhone.

Smartphones like the iPhone from the Apple stable are continuing to expand their horizons and taking on new tasks with aplomb. Last year, it was discovered that shutterbugs most preferred the iPhone 4, amongst a host of other such devices, to upload photographs on Flickr. Now film-makers have jumped on to the bandwagon and are using devices such as the iPhone 4 and 4S to shoot even full-length feature films.

Probably the most famous iPhone filmmaker is Park Chan-wook, a South Korean director who shot a 33-minute film, *Night Fishing*, on his iPhone. Or rather, on many iPhones, because he and his crew wielded several to acquire footage from different angles. The very first film made on an iPhone is probably the Majek Pictures creation *Apple of My Eye*, a four-minute film that was also edited on this Apple device. The filming of movies has caught, as indicated in this year's Las Vegas Consumer Electronics Show where camera makers were seen to compete with the iPhone, with Internet connections and powerful zoom lenses that the iPhone has shown to possess.




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