

KEYMAC

JOURNAL

Welcome Back

Some quick thoughts about this issue.

Page 2**iPhone3G Launch**

July 11th was D-day for the new phone. How did it go?

Page 2**MobileMe Launch**

With some embarrassing issues, the MobileMe launch did not go smoothly.

Page 3**The iPhone Non-disclosure Agreement**

Apple's NDA is the bane of many an iPhone developer.

Page 4

PRESIDENT'S MESSAGE

Summer vacations, family reunions, grandkid visits, and the gamut of activities that occupy us are still going on. Summer isn't over, but with most of us retired, it doesn't need to be summer for our group to be active. Our KeyMac club resumes its normal schedule and I hope you will take a couple of hours to attend our meeting next Tuesday morning at 10 o'clock.

You may remember Richard Palmer from iPlace – he spoke to us a little over a year ago about Google, tabbed browsing, and other neat things. Tuesday his primary topic will be the Macintosh Services menu. I'll bet most of you have never used it; that's why you need to come and learn what you're missing.

I am sure Richard will also bring us an update on iPlace's effort to open a new Apple-based store in Reedy Falls Park. As well, it will be great to hear how they are revamping their service presence. We'll ask him for an overview of what's up with Apple retail products. We are glad he continues to support us.

Our September 16th general meeting features KeyMac Past President and good guy Mike Wall doing the entire program. Mike has been a heavy user of iMovie and iDVD since they came out. Apple's PR touts how easy it is to use your photos and movies to create a movie in minutes and publish it to your family and friends faster than a speeding bullet, but I don't find it that easy. Come see if Mike can make us all a little bit smarter.

And, speaking of being busy and marking your calendar, please be sure the annual KeyMac holiday cocktail party is on your calendar for the evening of Tuesday, December 9th at The Club at Keowee Key. Jack Leitch enjoys hosting this event and KeyMac provides him an unlimited budget for heavy hors d'oeuvres (well, nearly unlimited).

See you soon.

- Gene Madill

KeyMac Club Officers

President: Gene Madill

madillg@bellsouth.net

Vice President: Wayne Walker

macishman@aol.com

Publicity: Margret Nordquist

margret061836@bellsouth.net

Treasurer: Arlene Stanicek

astan01@bellsouth.net

Co-Editors: Wayne Walker

macishman@aol.com

Gladys Calhoun

gladyscalhoun@earthlink.net

Librarian: Al Kishbaugh

kish12@earthlink.net

KEYMAC JOURNAL

Welcome Back

Editor's Comments

While the KeyMac club was on hiatus in July, Apple definitely was not. There is a tidal wave of news about the launch of the new iPhone3G. The newest iPhone, which was predicted right here in your own Journal in May (along with every other Apple watcher who couldn't stop making similar predictions), was announced at the World Wide Developers Conference and finally launched on July 11th. It has been a huge success, but a bumpy ride.

Now I know that everyone does not own and does not plan to own an iPhone. Sometimes as a Mac user, it can get pretty disgusting to see all this iPhone news eclipsing news about the Mac. I feel your pain.

Part of the mission of the Journal, as I see it, is to distill the tech news down to its essentials and pass it on to our members. It would be negligent of me to ignore news of this magnitude. Therefore, in this issue of the Journal, we will wade through a sea of iPhone-centric news. Our goal is to come out on the other side refreshed and ready to get back to the Mac news. I promise. Let's just indulge in this tasty dessert this one time, and after that, it's back on the mostly Mac diet, as long as Apple cooperates.

With that in mind, August will be an iPhone heavy issue. Those of you without an interest in iPhones may either want to skip it or brace yourself for boredom.



iPhone3G Launch

July 11th

The iPhone3G, which had been announced at the World Wide Developers conference on June 9th, was finally available for purchase July 11th. Apple decided to roll out the product on the same day in every country which supports iPhone. A month of anticipation allowed



demand to build up, and mix in the fact that the entire world decided to line up on the same day meant that almost immediately, all iPhones everywhere sold out. Monetarily, the newest iPhone is a huge success.

The biggest story connected with the iPhone is just how much of a success it is. Analysts have estimated that Apple will sell an average of 95 phones a day in each of its 188 retail stores in the month of August. The App Store has proved to be a big hit. Yet despite the overall sales success, Apple had its hands full dealing with a number of glitches connected with this new product rollout.

Last year, people who purchased an iPhone were allowed to activate it in the store or take the phone home and activate it through iTunes. This method led to a huge number of iPhones that were purchased and never activated. Instead these buyers jailbroke the iPhone and

used it on networks other than AT&T. Since the partnership agreement presumably gives AT&T incentives as part of their contract, this meant that AT&T was losing out on a lot of revenue. Apple also was losing out on some revenue since they share a smaller percentage in that contract. As a result, this year Apple required all iPhones to be activated in the store at the time of purchase, and required that a two-year contract would be sold at time of purchase as well.

This set the stage for Apple's first fiasco. With the activation servers being hit by everyone all over the world at the same time, they couldn't handle the load. Sales people tried for hours to activate a single phone as potential buyers waited in line in frustration.

An AT&T employee reported to me that one thing adding to the problem was that only a small percentage of AT&T employees were trained in how to activate the phones properly. When the 11th came

KeyMac Club Schedule for '08

All meetings are in the Keowee Room as far as we know.

OS X Meetings

September 2nd 10am
October 7th 10am
November 4th 10am

General Meetings

August 19th 10am
September 16th 1:30pm
October 21st 1:30pm
November 18th 10am
December – no meetings – Holiday Party December 9th at the Club

KEYMAC JOURNAL

and the store was mobbed (even the Anderson AT&T store sold over 100 iPhones the first day), the one person in their store who knew what he was doing was too swamped to help other employees who were confused.



Later that first day the activation policy was temporarily modified (for that day only) and buyers were allowed to take their phones home and activate them. But even those who took their phones home were unable to activate them. All over the Internet, Apple customers howled their dissatisfaction. Some people reported they had tried hundreds of times and were still unsuccessful (tech buyers are not the most patient of people).

Within the first week, the backlog simmered, and the activation servers stopped being a problem. Apple had other issues to deal with.

Currently, if you want to buy an iPhone, you have to go in to an AT&T store or an Apple store, plunk down a credit card, and put your name on a backorder list. (The credit card will not be charged until the iPhone ships.) Production rates can fluctuate due to many factors. When my wife and I ordered our phones, we were told the white iPhone 16G would take 72 hours for delivery, and the black iPhone 16G would take 21 days. Our delivery times turned out to be 5 days for the white model and about 16 days for the black.

The iPhone App Store is a great success with over 1,800 different iPhone applications and is growing constantly.

MobileMe Launch

Apple's Black Eye

At the same time that Apple released the iPhone3G on July 11th, the new MobileMe service was rolled out. The older Mac.com service was transformed into MobileMe, and it includes calendar, address book, email, photo and web hosting, and iDisk data hosting. MobileMe, according to the language used at the keynote speech at WWDC, was supposed to be Exchange for the rest of us. (Microsoft Exchange is very robust and a very pricey server software designed for a business environment. A twenty-five user license of MS Exchange costs \$6,578.95 from PC Mall as of this writing.)

According to the demo shown during the WWDC keynote speech, MobileMe would automatically push data to your iPhone or to your desktop computer so that the two would stay in sync. This would happen in seconds and be totally transparent to the user.

The MobileMe launch turned out to be a very public embarrassment for Apple. Within days it was clear that the service was not ready for the influx of users. It began crashing intermittently, was unavailable for days at a time, and even lost emails. Apple, a company that normally has very controlled and polished public

relations, found itself backing off clumsily. They stopped using the word "push" (which implies that a change in data triggers a push event, when in actual practice, iPhones were only updating sporadically). They stopped hyping the comparison with MS Exchange. Things got so bad that Apple twice apologized to users of MobileMe and gave a free month extension of the service to all members.

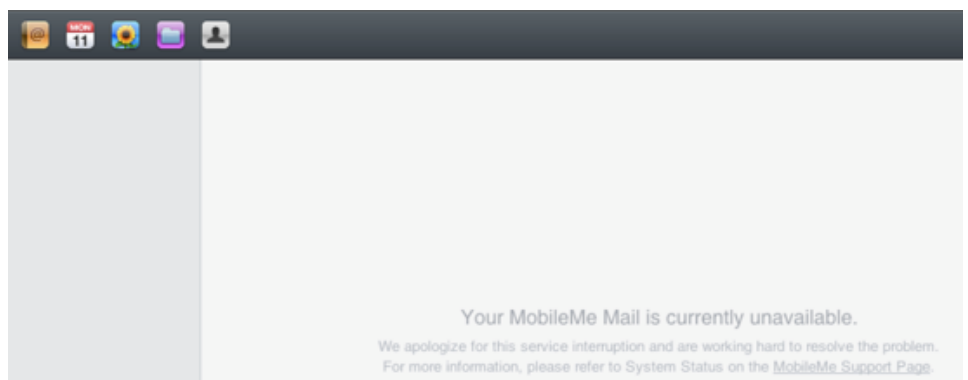
Even Steve Jobs himself was forced to issue an apology. Apple is famously tight-lipped about its secrets, even going so far as to fire employees who leak and sue websites that post those leaks, but the same day that Apple issued an internal apology letter concerning MobileMe, it leaked, and oddly enough Apple took no action. Speculation was that this was an intentional leak by Apple in a damage control effort. The memo read ...

Team,

The launch of MobileMe was not our finest hour. There are several things we could have done better:

– MobileMe was simply not up to Apple's standards – it clearly needed more time and testing

– Rather than launch MobileMe as a monolithic service, we could have launched over-the-air syncing with iPhone to begin with, followed by the web applications one by one –



KEYMAC JOURNAL

Mail first, followed 30 days later (if things went well with Mail) by Calendar; then 30 days later by Contacts.

– It was a mistake to launch MobileMe at the same time as iPhone 3G, iPhone 2.0 software and the App Store. We all had more than enough to do, and MobileMe could have been delayed without consequence.

We are taking many steps to learn from this experience so that we can grow MobileMe into a service that our customers will love. One step that I can share with you today is that the MobileMe team will now report to Eddy Cue, who will lead all of our internet services – iTunes, the App Store and, starting today, MobileMe. Eddy's new title will be Vice President, Internet Services and he will now report directly to me.

The MobileMe launch clearly demonstrates that we have more to learn about Internet services. And learn we will. The vision of MobileMe is both exciting and ambitious, and we will press on to make it a service we are all proud of by the end of this year.

--Steve

Rumor has it that in an internal team meeting, Steve was a bit less polite, pounding his fists on the podium and shouting that this must be fixed. Shortly thereafter the MobileMe team was restructured and placed under the control of Eddie Cue who also controls iTunes and the App Store. Outside of Apple, those attempting to read the tea leaves announced that this was a sign that heads had rolled.

Although the MobileMe launch was the biggest disaster of the iPhone coming-out party, Apple has rapidly brought this problem under control. As of this writing, the official word (which you may want to take with a grain of salt) is that less than one percent of MobileMe's users are still affected. I expect Apple to damp this down to zero percent quickly.

The iPhone NDA

Otherwise known as the Apple Gag Order

When a tech company is developing a new product that requires interaction with people outside of its company, it is common that those shown the product in advance of its release are required to sign a Non-disclosure Agreement or NDA. This

NDA protects the company from those who have been given a preview from sharing secrets with competitors or other unauthorized sources. Typically, when a product is released to the public, the NDA is cancelled or expires because the product is no longer a secret. At this stage, in fact, the company usually wants everyone to talk about the product to help spread the word and increase the marketing buzz.

With the iPhone3G, however, Apple has chosen to not take this final step. Even though the iPhone3G is now a widely selling product, its NDA is still in force, oddly enough.

I know, you're asking yourself, "Why do I care?" or "How does this affect me?"

Actually, this affects all iPhone owners. Here's how. Apparently, the iPhone isn't easy to program for. Not all programming techniques that work on desktop Mac OS X work with the version in the iPhone. When programming for the Mac there are a variety of sources a developer can turn to if he or she gets stuck. There are books on Mac programming. There are tutorials. There are online forums where people can post questions and even post a snippet of programming code that is bugging them; then other people or Apple devs can post answers in return.

None of this exists for the iPhone3G because of the NDA. Programmers, both inside and outside of Apple, are officially prohibited from discussing the phone's features or how to program for it. This means that, when they get stuck, they're out of luck. There's no help coming from the usual sources. Even if they know another programmer who has solved a certain problem, those two people can't discuss the solution without violating the iPhone3G's NDA.

No one knows clearly why Apple is doing this, but it is causing a lot of frustration in developer circles. Presumably, it is also slowing down the development of good applications for the iPhone.

KeyMac Journal Legalese

The KeyMac Journal is published under a [Creative Commons, Attribution-Noncommercial-No Derivative Works 3.0 Unported](#). ©2008.

Except where otherwise noted, KMJ is written by Wayne A. Walker. Rights belong to their respective authors.