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Macs finally get to play Amazon videos on demand.

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MS produces some new commercials. Most people go "huh?"

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Both September and October's meeting are at 1:30 p.m.

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PRESIDENT'S MESSAGE

Seems like I am always talking about service solutions or resources, but alas, I needed it again. My one-year and six-days old iMac failed to chime and was black an on attempted startup. The customary "What solutions can I try myself?" call to the excellent AppleCare yielded nothing I had not already tried, so the phone rep said "Take it in for service."

One of our members recently had an awful experience at Irradiance in Asheville. I am not yet willing to trust iPlace has changed their ways. And I sure as heck am not going to Best Buy. AppleCare listed a place in Athens, GA, seemingly not real far – I called there and left a voicemail asking about their repair turnaround time, and to this day they have not called back.

What I did discover is that there is a "new" year-old full-fledged Apple store at Mall of Georgia – exit 115 on Interstate 85, about 95 miles from here. It is in the mall proper, on the second floor. And talk about service – Wow! I made an appointment through AppleCare, for 2 P.M. that day. As I was walking toward the storefront, one of the many sales guys was standing at the front and asked to carry my iMac in for me. While I was walking in, an orange-shirted Concierge asked my name and confirmed my appointment on her handheld. As I sat down on a bar stool next to the Genius Bar, I see my name on the screen, listing me the next appointment.

At a few minutes before 2:00, the Genius has my AppleCare incident report in front of him already, on his laptop. He makes a few cursory confirmations of the condition and asks if I could wait while he takes it in the back. Fifteen minutes later he is back and instantly prints paperwork for me to leave it with an expectation that the computer will be ready in two more days.

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Services Menu

Lesson Review

On August 19th, Richard Palmer of iPlace spoke for the second time in the KeyMac general meeting. Richard covered how to use the Services menu on the Macintosh. This article will briefly review the subject of using that menu for the benefit of those who could not attend and those who are a little hazy on the topic.

What is the Services menu?

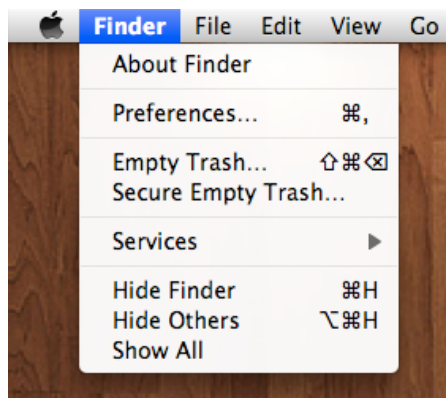
The Services menu was designed to be a way for programs to share some of their functionality. Instead of cutting from one program and pasting in another to do certain small tasks, these tasks can be accessed from within any program by using the Services menu. When the Services menu does what you want, it is a quicker and smoother way to get things done than switching programs.

The services that are offered in the Services menu will vary based on what programs are installed on your own Macintosh. When a program is installed that has a services component, it adds itself to the Services menu. Because of this, the Services menu can look wildly different from computer to computer.

Where is the Services menu?

The Services menu is located in the same place on all Macs. Looking at the Menu Bar, the leftmost menu is always the Apple menu. This has been the case for Macs since the very first version of the system, and this is true for all programs except some games that take over the entire screen and use their own non-Apple

user interface. The next menu to the right from the Apple menu is always the title of the frontmost program the user is running. This program is also called “the focus” of the user. So if I am only running the Finder, the Menu Bar will display Finder next to the Apple menu. If I then launch iPhoto, the menu next to the Apple will display iPhoto, and so on. The Services menu is a hierarchal menu (a menu with submenus) in this first menu choice to the right of the Apple menu.



How do you use the Services menu?

The first thing that confuses people about the Services menu is that often when they take a first look at it, almost everything is grayed out. In fact, the only things that aren't grayed out are the hierarchal menus within the Services menu. These are lit with an arrow pointing to the right, but then if the user selects that menu, the options that pop up to the right are all grayed out. As a result, many people are stumped by this and never figure out how to use the Services menu.

The reason for this is almost all the menus in the Services menu are designed to work on text. In order for these selections to light up (not be grayed out),

the user has to have some text selected first. If you select a block of text and then look at the Services menu, close to everything lights up. (The lone holdout on my Services menu deals with graphics.) A whole new world of utilities are at your command. With some text selected, a quick glance at the Services menu shows that there are many things it can do. It's not practical for this article to cover all of them, so let's talk about one concrete example.

Often there will be information on a web site that you want to print out. For various reasons, it is often preferable to print out a small section of any given page rather than the entire thing. On the PC side, browsers offer a “Print Selection” option, but this is conspicuously missing in Macintosh web browsers. In Safari, Firefox, or any other Mac browser that I am aware of, the user has to print the entire page.

The Services menu makes this easy however. With the text selected that you

KeyMac Club Schedule for '08

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

OS X Meetings

October 7th 10am
November 4th 10am

General Meetings

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

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want to print, choose Services>Text Edit>New Window Containing Selection. This will place the text you had previously selected in a new Text Edit document. Note that the color of the text does not change, so if the text selected is white, it will be invisible in the new window until its color is changed to something other than white. In this new window, the text can be easily printed.

This is just one use of the Services menu. There are many more waiting to be discovered. Experiment. Experience the Services menu for yourself. The more you try it, the more you'll use it.

Other Services

Most services are made available from installed programs on your Macintosh, however there are some that exist independently.

Word Service is probably the best of these. It is available from [Devon Technologies](#) and is completely free. This add-on gives you 37 ways to manipulate text, including . . .

- Reformat
- Remove line endings/multiple spaces/multiple feeds/quotes
- Remove attachments/links
- Trim line beginnings/line endings/lines
- Sort lines ascending/descending
- Shift left/right
- Initial Caps Of Words/Sentences
- . . . and many more.

Word Service comes with a Read Me file that explains how to easily install it.

Amazon Launches Mac-Compatible Video on Demand

by *Glenn Fleishman*

Amazon [Video on Demand](#) brings video rental and purchases to Mac OS X as a streaming service, years after the company launched a movie and television download service for Windows and TiVo Series 2 and 3 players. The new service requires a live Internet connection of 450 Kbps or faster to watch rented or purchased items.

Amazon [sets how portable the playback of your video is](#) based on whether you rent or purchase. Video on Demand rentals may be watched only through the method you choose when you pay for the rental: either online via the Flash viewer, or downloadable for offline viewing (via a limited set of portable devices, a Windows-only media player, or an appropriate TiVo model). New movies have the typical 24-hour rental period as the only option. (The standalone Vudu player that has its own video store [added 24-hour extensions a few months ago](#), charging \$0.99 for standard-definition films, and \$1.99 for high-def movies.)

If you purchase a video, the content is stored in your account, and can be streamed or downloaded later to devices you control.

The Amazon Video on Demand service combines the convenience of [Netflix's streaming service](#) with the range of titles sported by the [Vudu box](#). Conversely, it also suffers from the worst limits attached to streaming and

computer-based viewing that Netflix now avoids if you purchase a [Netflix Player by Roku](#) for use with any of their unlimited rental plans.

I have a Netflix Player, and find it fairly free of frustration. Netflix recently added a few thousand more titles for rental, which include more movies and TV shows that interest me (such as a documentary on Andy Goldsworthy I wanted to re-watch, and season two of Heroes). The quality is quite high on my 3 Mbps home DSL line for Netflix's newer titles, which were digitized well. (Some older TV shows look as though they were captured from old VHS tapes retrieved from a sales bin at a video rental store.)

The range of what's available via Amazon Video on Demand is vastly greater than what Apple has in the iTunes Store. Amazon currently counts 14,500 movies for purchase or rental and 1,200 TV seasons (not episodes), including episodes that are just hours or days old. It's possible that Apple is once again receiving the short end of the stick due to the movie and TV industry's worry that the iTunes Store would repeat its music success with video, and thus become too powerful (see ["Apple Punished for iTunes Success,"](#) 2008-02-06, for the story of how the music industry is withholding DRM-free music from the iTunes Store as a way of propping up competitors).

Amazon supports Mac OS X via a Flash browser plug-in in Safari 2.0 or later and Firefox 1.5 or later, and thus doesn't list a minimum system release, but rather [hardware requirements](#). The company says a Mac with a PowerPC G5 running at least 1.8 GHz or an Intel Core Duo rated at 1.33 GHz or faster is needed. (Windows users need a 2.33 GHz Intel Pentium 4 or

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faster, and can also use Internet Explorer 6.0 or later.)

If Amazon can meet the quality bar set by Netflix and Roku, then I could see renting and purchasing movies via Amazon as yet another option. It's unclear whether streaming will work well when traveling, as it's often hard to get 450 Kbps to yourself on any kind of hotel, airport, or hotspot connection; that's where iTunes downloads (downloaded before you leave) have a distinct advantage.

(This article courtesy of [Tidbits, Mac News for the Rest of Us.](#))

President's Message

Continued from Page 1

The culprit is the power supply or the logic board – he has neither in stock and has ordered both.

Almost to the hour – 48 hours later – the call comes that it is ready. This time the person that meets me at the front goes straight to the back and get the computer, maybe two minutes total. The Concierge comes over and asks if I want to try it out to make sure it works. She hooks it up and says just disconnect your computer and leave our stuff here when you are done.

Apple's invoice from the Apple Store – logic board \$936.00, hardware repair labor \$135.00. My cost \$0.00. Always buy AppleCare.

Gene Madill

New Microsoft Ads

Commercials About Nothing?

Recently, Microsoft announced that they had hired Jerry Seinfeld for a series of commercials to combat the very successful ads that Apple is running. Remember how The Seinfeld Show was touted as “the show about nothing”? These commercials are very much in that vein. Would these influence you to buy a Microsoft product? I don't think so.

See for yourself. So far, there have been two commercials released.

[Shoe Carnival](#)

[New Family](#)

Treasurer's Snapshot

Balance August 7 \$1861.30

Interest .74

Balance Sept. 7 \$1862.04

(Raffle Money is \$347 of total.)

Important Meeting Reminder

Changed Times

Please don't forget that the next two general meetings of the KeyMac Club, on September 16th and on October 21st are at 1:30 p.m in the Keowee room. not the usual 10 a.m. The OSX meetings will be at their regular 10 a.m. times.

This is due to the room scheduling system used by Keowee Key and are beyond the control of the KeyMac Club. If this is inconvenient to you, feel free to express your disapproval higher up the food chain.

KeyMac Journal Legalese

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