



THE SEED

A Newsletter From Your...

DENVER APPLE PI
Macintosh User Group

August 2020

<http://www.denverapplepi.com>

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Denver Apple Pi
Mac SIG & Help SIG Meetings are held at
Applewood Community Church
12930 W 32nd Avenue
Golden CO 80401
7 to 9 pm
SEE WEBSITE FOR MAP

2020 Calendar		
Mac SIG	Sept 15	3 rd Tues
Help SIG	Sept 24	4 th Thurs
Mac SIG	Oct 20	3 rd Tues
Help SIG	Oct 22	4 th Thurs
Mac SIG	Nov 17	3 rd Tues
Help SIG	Nov 19	3 rd Tues
Xmas Party	Dec 22	3 rd Tues
Help SIG	Dec	Unknown

On occasion, Applewood Community Church may have shelter obligations. You will be notified by email if DAPi meetings are to be cancelled.

Denver Apple Pi Announcements

August 2020

We are awaiting conditions to change so we might continue our regular meetings.

The leadership team of the Applewood Community Church has elected to stay closed until further notice.

We will notify DAPi members when we can resume meetings at the church.

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MEMBERSHIP DUES

We are putting collection of dues on hold until we are able to have meetings.

Membership dues for DAPi are \$15 per year and you will receive the monthly newsletter, *The Seed*, via email in PDF format. If you prefer, you can pay \$20 and receive a snail mail copy of the newsletter. You can bring your payment to the monthly meetings or you can mail your remittance to the club mailing address: Denver Apple Pi, 6501 Welch Court, Arvada, CO 80004.

COMING EVENTS: TBA**REMINDERS:**

Help SIG—Call Elissa to get your name/problem on the list so our DAPi Help people will be prepared. You will need to bring your computer, your own power cord, mouse, and keyboard. Elissa will keep a sign-up list for those asking for help at the Help SIG meetings so members can be helped in a prioritized way. Drop-ins are welcome. Contact Elissa at elissamc@comcast.net or at 303.421.8714. Tom King says if you have questions about Excel

for Mac, the spreadsheet software program, bring your questions to the Help SIG meeting. Please call Elissa in advance.

Need help with iPad, iPhone? If you would like assistance with navigating and synchronizing your iPad and iPhone, bring them to the Help SIG meeting. Notify Elissa what help you need, and we will try to get the problems resolved.

TIM COOK AND APPLE

On August 1, 2020, Apple Inc. became the world's most valuable company with its market value overtaking Saudi Aramco in the wake of better-than-expected earnings.

AAPL NYSE Stock price on 08/07/2020: 444.45 (52 week range 199.15 – 457.65)
Market value of Apple: \$1.9 trillion, bigger than GDP of Canada, Russia or Spain.
Since August 2011 when Tim Cook became CEO, Apple's market capitalization has quintupled.

In a lengthy *Wall Street Journal* article dated August 8-9, 2020, Tripp Mickle wrote about Tim Cook and his leadership at Apple. When Tim Cook became CEO of Apple in 2011 after Steve Jobs' death, many feared the worst for Apple. Since then, however, Apple's revenue and profit have more than doubled. Jobs tapped Tim Cook as his successor because as Apple operations chief, Cook "ran a division devoid of drama and focused on collaboration," according to people close to Jobs. Mr. Cook wasn't a "product person" as Jobs told his biographer Walter Isaacson. Steve Jobs was known to

visit Apple's design studio "almost daily." Tim Cook does not.

Tim Cook's first meeting with staff the day he arrived in 1998 lasted 11 hours. Joe O'Sullivan, former Apple operations manager said Cook would ask specific questions. For example,

Q. "How many units did we produce today?"

A. "10,000 units."

Q. "What was the yield?"

A. "98%."

Q. "Explain how the 2% failed."

Today, middle managers brief staff thoroughly before meetings with CEO Cook. If the staff is insufficiently prepared, Cook loses his patience and flips the page of the meeting agenda, saying, "Next."

Today, say many former senior Apple executives, Apple is a "corporate colossus building an empire of products and services around his predecessor's [Jobs] revolutionary inventions. Included in this process are small steps that are built around the iPhone: a smart watch, AirPods and music videos and other subscription services." Apple's board of directors has been reshaped replacing product- and

marketing-minded directors with finance-oriented directors.

Tim Cook has established himself (and Apple) as a force for good in the world despite critics viewing him as a CEO of a corporation maximizing profits. Ever since he took over Jobs' role of CEO in 2011, Apple has donated hundred of millions of dollars to causes such as disaster relief, educational support programs and health and human rights organizations. On August 7, 2020, Andrew Orr of The Mac Observer wrote that Apple and T-Mobile joined forces with the California Department of Education to give up to 1 million iPads to California students to facilitate remote learning during the CORVID 19 crisis. These iPads will have cell capability, and T-Mobile will give discounted service. About 100,000 iPads will be ready once school starts and the two companies will fulfill demand through the end of 2020.

After graduating from Auburn with a degree in Industrial Engineering and then continuing at Duke University for his MBA, Tim Cook went first to IBM, then Intelligent Electronics and then Compaq before being asked by Steve Jobs to join Apple in 1998. At Apple, Cook's job progression:

1998 Senior vice president for worldwide operations

2007 Head of operations

2009 Served as CEO during Jobs' absence(s)for health issues

2011 Named CEO after Jobs resigned

On August 11, 2020, *The New York Post* announced that Tim Cook has become a billionaire after nine years at the helm of the

world's most valuable company. The Post also reports Cook has pledged to give his Apple fortune to charity.



NEW iMAC 2020 IS NOW AVAILABLE

iMac line was updated on August 4, 2020

This 2020 iMac will be the last of the Intel Chip computers because the 2021 Apple Silicon chips will soon replace them. The date with the new Apple Silicone iMacs will be available has not been announced although some say they will be shipped at the end of 2020. Although the new 2020 iMac looks just the same as models from 2012 forward, the 1080p webcam is an improvement that will benefit people working at home during the COVID-19 Pandemic.



Figure 1 iMac 2020 (same look since 2012)

Additionally, a new 1080p camera is available, an upgrade from the 720p cameras previously used in iMacs. A comment from

CNBC says "...Tech companies tend to put their best cameras in phones and tablets," so the improvement will be noticed by video-chatting users.

The new boxed iMac comes in the same box previous models came in, but the packaging is a great design and you should save the box for transporting.

New stuff on the *cheapest* 27" 2020 iMac - \$1800.

- 3.1 GHz Intel Core i5 6-Core (10th Gen)
- 8GB of DDR4 RAM | 256GB PCIe SSD
- 27" 5120 x 2880 IPS Retina 5K Display
- AMD Radeon Pro 5300 (4GB GDDR6)
- Studio quality microphones including an additional microphone in back
- SSD 256 GB- no more fusion drives on 27-inch—some Fusion drives available on 21-inch Mac. *Stay away from Fusion drives say the experts.*

Gets hot with fan turning on at 97 °C with Better performance with this base model 27" iMac at \$1800 than last year's high end \$2300 iMac. Better performance than 2019 top of the line iMac.

Included in the box:

Apple mouse – excellent battery life

Keyboard

Cord

Lightning charger for use with mouse and keyboard

Microfiber cloth

Question is, "Why buy now just before new Apple Silicon devices expected in a two-year transition period with 2021 as the startup for Apple Silicon and a redesign for the iMac?"

The Last Intel Mac vs the Osborn

Effect: *A social phenomenon of customers canceling or deferring orders for a current son-to-be-obsolete product as an unexpected drawback of a company's announcing a future product prematurely.*

Apple's transition to its own in-house silicon for the Mac line is a big deal. Big enough that Apple pre-announced the transition at least two years in advance, giving developers time to work on their apps as well as a timeline for consumers who are considering a Mac purchase in the next 12 months or so.

We've already seen a decline in Mac sales as users wait for Apple's new machines rocking some variant of its powerful A-series chips.

This transition will also establish a common architecture across all Apple products, making it far easier for developers to write and optimize their apps for the entire ecosystem. Apple today also introduced macOS Big Sur, the next major release of macOS, which delivers its biggest update in more than a decade and includes technologies that will ensure a smooth and seamless transition to Apple silicon.

Apple plans to ship the first Mac with Apple silicon by the end of the year (2020) and complete the transition in about two years. Apple will continue to support and release

new versions of macOS for Intel-based Macs for years to come, and has exciting new Intel-based Macs in development. The transition to Apple silicon represents the biggest leap ever for the Mac.

FACIAL RECOGNITION PROBLEM ON iPhone WHILE WEARING A MASK

Since November 2017 and the release of iPhone X, Facial Recognition allows the user to open the iPhone X (as well as some recent iPads). Since Mid April 2020, masks have been required when in public in NYC and in particular when one can't "social distance" when riding NYC MTA subway system.

In May 2020, Apple responded to mask requirements by issuing an update to iOS 13.5 with a small but incredibly useful change. When the iPhone detects that you're wearing a face mask, it will automatically present the passcode screen. Previously, you were forced to wait for Face ID to fail before the passcode screen would be presented. Then you had to swipe upwards on the iPhone to dismiss the requirement for Face ID and instead unlock using the passcode.

Apparently, not all users updated the iOS and instead just lowered the mask to open the iPhone. This created a problem for enforcing the mask requirement. On August 10, 2020, "New York City's Metropolitan Transportation Authority penned a letter directly to Apple CEO Tim Cook calling on the company to take further steps to educate customers about using Face ID while wearing a mask" says 9-5Mac.

So, you can lead a user to the solution, but you can't make 'em use it.



iPhone 12 Is Coming in 2020, But Date Is Uncertain

There will be four new iPhones this year, but the date is uncertain because of COVID delays as well as problems with a lens for the ultra wide camera on the two non-Pro iPhone models. Reports from Ming-Chi-Kuo, a highly regarded Apple analyst, says the issue lies with the lens coating that is prone to cracking during the high temperature, high humidity test.

A second supplier of these lenses, Largan, may not affect the launch if it can make up the difference in supply. The traditional September launch will be "available a few weeks later," according to a call to Cupertino regarding earnings.

So, expect the two 6.1" models (vanilla and Pro) first, followed by the 5.4" vanilla and the 6.7" Pro. The Pros will have triple cameras + ToF (time-of-flight sensor) while the base models will come with dual cams (wide and ultra wide).

Here's a guess on iPhone 12 launch date by Apple insider Jon Prosser: October 2 or October 9. Considering Apple's love of under promising and over delivering, October 2 would be my bet.



Denver Apple Pi Membership Information

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MEMBERSHIP DUES are \$20.00 per year for a monthly hard copy of The Seed and \$15.00 per year for a monthly PDF copy. Fill in the form below or ask for an application to send with your check to the Club mailing address: DENVER APPLE Pi, 67501 Welch Ct, Arvada CO 80004. For information, call Elissa McAlear at 303.421.8714 about Apple II, GS and Mac. Email elissamc@comcast.net. Our web site is: <http://www.denverapplepi.com>

Mac SIG meets the THIRD Tuesday of the month, 7:00 to 9:00 p.m. Troubleshooter Group Help SIG meets the FOURTH Thursday of each month from 7:00 to 9:00 p.m. unless a holiday necessitates a change. Seed articles should be mailed to jjetherton@comcast.net, subject: Seed article.

Membership Form

Date _____ Renewal New Change
Name _____
Address _____
City _____
Phone(s) _____
Email _____
Kind of Computer: Apple II _____ GS _____ Mac _____ OS _____

Denver Apple Pi Officers

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