

# THE HOMEPAGE

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### Officers and Board Members

**Joan Pannenberg, President & Director**  
[vbcg2000@yahoo.com](mailto:vbcg2000@yahoo.com)

**Frank Lombard, Past President**  
[franklombard@bellsouth.net](mailto:franklombard@bellsouth.net)

**Jean B Grider, Vice President**  
[VeroBeachLady@hotmail.com](mailto:VeroBeachLady@hotmail.com)

**Rosalie La Vista, Treasurer**  
[roselav@comcast.net](mailto:roselav@comcast.net)

**Bill Bailey, Editor**  
[thebaileys@bellsouth.net](mailto:thebaileys@bellsouth.net)

**Tim Glover, Director/Webmaster**  
[tcglover@comcast.net](mailto:tcglover@comcast.net)

**Bob Randall, Director**  
[Director\\_vbcug@bellsouth.net](mailto:Director_vbcug@bellsouth.net)

**Lucia Robinson, SIG Coordinator**  
[robinson@bellsouth.net](mailto:robinson@bellsouth.net)

**Eric Schoen, House Chairman**  
[eschoen624@hotmail.com](mailto:eschoen624@hotmail.com)

Our newsletter is published monthly and is a benefit of membership. Your dues support our activities and programs. Dues are \$20/ year for either individuals or families.

VBCG  
P.O. Box 2564  
Vero Beach, FL 32961  
Email: [webmaster@vbcg.org](mailto:webmaster@vbcg.org)

On Tuesday August 6, 2007 at 7:00 PM in the Vero Beach Library the **Vero Beach Computer Group** will present a program of **Neat Tips & Tricks** for your computer enjoyment.

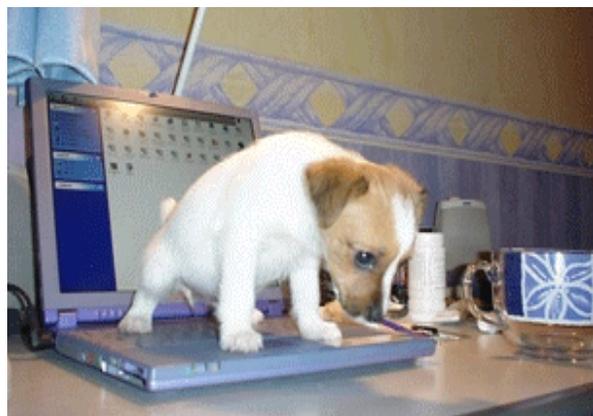
The program will give you some really NEAT stuff for Windows and MAC users. Some of the items we will cover are:

- What is Gadwin Print Screen? Is it useful? (Windows)*
- How to save Internet favorites to your Desktop (Windows).*
- Erasing files on your MAC . Two seconds to sleep on MAC.*
- Shut-down shortcut for MAC & One click trick to move the dock on MAC.*
- Making icons from your pictures using Irfaview (Windows).*
- Prevent phishing and spam problems by using McAfee Site Advisor, Windows*
- Converting images in preview on MACs*
- A quick view of History in Safari –MACs And lots more STUFF*

\*Gallagher used to say “You all have houses to keep your STUFF in, Well, now you all have computers to keep your STUFF in, too.”

TIP #1: Be Careful about liquids getting into the keyboard .

Do you see something that may be hazardous to your computer in this picture? Answer Below.



**Come and Share your own Tips and Tricks with the rest of us.**

**Answer:**  
**(I mean the Coffee Cup, of course)**

## THE MAC CORNER

By Eleanor Ryan

### A Chance To Go Wild With Widgets

By **BOB LEVITUS**

For *The Chronicle*

Mac OS X's Dashboard lets you run widgets, special mini-applications that usually serve a single purpose.

Alas, to use a widget under ordinary circumstances you must invoke the Dashboard mode, which disallows use of other programs until you're done using it.

So your choice is work or widgets, but not both.

Or at least it was until now. A clever utility called Amnesty Singles turns Dashboard widgets into stand-alone applications you can use anytime without Dashboard.

Just drag a Dashboard widget onto the Amnesty Singles icon and choose a location to save the stand-alone application version of that widget. Then use the widget as you would use any application.

You can add it to your login items and have it open automatically when you log in. You can place it in your Dock for easy access.

Or you can double-click its icon in the Finder.

I find I use several widgets almost every day, including:

- **Gas.** With prices in the stratosphere, I love the gasoline widget, which displays the lowest prices in my neighborhood. And if I don't know where a particular service station is, I can click on its address and my browser launches with the location showing in Google Maps.
- **iStat Pro.** This widget provides me with real-time feedback about my Mac including CPU usage, RAM usage, the temperature at seven internal locations, the speed of all seven internal fans, my network usage and speed, plus available disk space on all mounted disks. I keep the iStat Pro widget visible on all of my Macs at all times because I like to know that stuff about my system.
- **SMS.** Unlike my teenage kids, I hate using a numeric keypad to type text messages. So I use this free SMS widget from CallWave. I just fire it up, choose a contact from my address book or type in a cell phone number, then type the message on my full-size Mac keyboard and click Send. Amnesty Singles lets you turn almost any widget into a stand-alone application. Better still, Apple maintains a huge searchable library of widgets, mostly free, that you can download at: [www.apple.com/downloads/dashboard](http://www.apple.com/downloads/dashboard).

*Bob LeVitus is the author of 48 books including Mac OS X Tiger For Dummies, and a Mac consultant. Visit his Web site at [www.boblevitus.com](http://www.boblevitus.com); e-mail comments to [doc@boblevitus.com](mailto:doc@boblevitus.com).*

## VBCG Announces Scholarship Recipient

The 2007-2008 recipient of the Vero Beach Computer Group Scholarship is **Matthew Malone**. He graduated from Sebastian River High School in 2006 with a 3.54 GPA and is currently a sophomore at IRCC with a 2.75 GPA. Matthew is pursuing a degree in Computer and Information Sciences, and he plans to graduate in June of 2008. He is the first of his three siblings to attend college, so his education is very important to him. The scholarship support that he is receiving from the Vero Beach Computer Group is making a tremendous difference in his life, as he has experienced financial need throughout his education. He indicated on his scholarship application that his mother is the sole financial provider for the family of six (Matthew, his three siblings, and his father, who is disabled).

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## A SCRAMBLE FOR THE PERFECT WAVE

Later this year the most valuable slice of American airwaves is set to be auctioned off by the Federal Communications Commission. A growling number of consumer groups and technology titans, including Google, Intel, and Yahoo! argue that the auction is the last best chance to create a competitor to the phone and cable companies.

This patch of UHF wireless spectrum—television channels that must be vacated when broadcasting goes digital in February, 2009—is viewed as beachfront property because it can penetrate buildings, mountains, and earth. Moreover a network in this band would be cheaper to build than the existing Wi-Fi and WiMAX networks since UHF signals travel much greater distances. The action could generate as much as \$20 billion for the U.S. Treasury.

From *Business Week* magazine, June 25, 2007

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**Mary P. Mitchell, MA**  
GERONTOLOGIST & PERSONAL HISTORIAN

- Reminiscence & Oral History Workshops
- Private Tapings & Interviewing

eMail: [marym34116@aol.com](mailto:marym34116@aol.com)



**Joan Pannenberg**

(772) 231 2618 • [verohelp2002@yahoo.com](mailto:verohelp2002@yahoo.com)  
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# MEETINGS AND SIGS

All meetings and SIGs are held in the Indian River County Main Library  
located at 1600 21 Street, Vero Beach, Florida

## August 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Cameras, Scanners Printers 6:00 – 7:30	2 Using Personal Computers 2:00 – 5:00	3	4
5	6 <b>Monthly Meeting 7:00 pm</b>	7 Photoshop Elements 1:00 – 3:00	8	9	10	11
12	13	14 MS Word 2:00 – 4:00	15 Surfing the Internet 6:00 – 7:30	16	17	18 MACs 10– noon
19	20	21 VBCG Board of Directors 6:30	22	23	24	25
26	27	28	29	30	31	

Cameras Scanners, & Printers	Frank Lombard	August 1	(772) 794-2293	History Room
Using Personal Comp	Jean Grider	August 2	(772) 569-4289	History Room
Photoshop Elements	Frank Lombard	August 7	(772) 794-2293	History Room
MS Word	Wayne Kleinstiver	August 14	(772) 539-8538	History Room
Surfing the Internet	Tim Glover	August 15	(772) 589-0636	History Room
Macs	Eleanor Ryan	August 18	(772) 562-2869	History Room
Macs	Joe Piazza	August 18	(772) 567-9004	History Room

# Microsoft's Master Plan: Be Google. Be Apple

27th July 2007

**By Kevin Murphy**

The plan? Having come to dominate its core software markets, it now wants to grow by becoming more Google than Google, more Apple than Apple.

As is usual for these types of events, Microsoft's evolving strategy was presented in terms of the last thirty years of computing - how the software giant morphed to tackle the GUI, client-server enterprise computing, and now the internet.

Despite naysayers on each occasion, the company has become a powerhouse in each of these areas, either leading the market or giving the specialists a run for their money.

So where does it go next? Judging by Ballmer's remarks yesterday, the company is simply following the money, creating a battle plan to take on Apple and Google on their own proven cash-making turfs.

Advertising is the revenue stream that supports software-as-a-service, he indicated, making it vital that Microsoft becomes better at selling and delivering ads, and not just on Microsoft's properties.

"We're the number three seller of internet advertising today," he said. "We sell primarily on our own sites, but we also sell Facebook, we now signed a deal to sell Digg, and a variety of other people. But we're number three. Number three is better than number four, but not as good as number two or number one."

On the road to number two, the company also yesterday announced the creation of a dedicated Internet Services Research Center, essentially a war room focused on brainstorming ways to better Google in search and advertising technologies.

The ISRC will be peopled by "crack research teams with brilliant minds and fires in their bellies", according to corporate vice president Harry Shum, who will lead the team.

Later yesterday, Kevin Johnson, president of Microsoft's Platforms and Services Division, took the stage to elaborate on how the company plans to grow as an advertising platform.

The strategy centers on Live ID, the user accounts that you need to create before you can use many of Microsoft's Live-branded web services. Microsoft has about 380 million such accounts under management at the moment, and wants more.

Google has focused largely on targeting advertising based either on the context of web pages or, primarily, the words and phrases users search for. While it has a system of user accounts, they're not strictly necessary to use its most interesting services.

Microsoft is instead putting its knowledge of the individual, via their Live ID at the forefront.

"This creates significant amount of opportunity for us to know more about the users when they are signed in versus just a cookie or an IP address," Johnson said. "As users are signed in, we can do a better job of behavioral targeting or ad targeting to these particular users, which is good for the user - more relevant advertising - and it's good for the advertiser."

*(Continued on page 6)*



*(Continued from page 5)*

In a few months Microsoft plans to release another version of Windows Live, which Johnson described as "A single suite of user services. A single download and install to the PC that will enable users to use these services whether they're on the PC, on the phone, or just directly from the browser."

This appears to be what Microsoft means by "software-AND-services", the term it has been grooming to replace "software-AS-A-service" in the minds of users over the last few months. Windows Live, in its current incarnation, is just a collection of web sites, rather than a download.

"We're going to drive very hard on continuing to expand the number of users we have using these Windows Live services," Johnson said.

Another area of focus is redesigning the existing web services to keep users on Microsoft properties for longer, creating more page impressions or minutes than can be monetized with advertising.

On the sell-side, Microsoft is also determined to build a platform for advertisers that it hopes to rival Google's AdWords. Microsoft's adCenter will this quarter start deploying ads targeted contextually against content within Microsoft's own sites, and this will be expanded to third-party publishers within the next 12 months, Johnson said.

Having plotted the demise of Yahoo and Google's, Microsoft executives then turned their attention to Apple, where slick hardware design and novel interface work on the iPod and iPhone have given the company a domineering mindshare position in mobile devices. A position that, naturally, Microsoft would like to erode to its own advantage.

"On the devices side, we need to embrace retail, hardware, hardware design where we need to," Ballmer said.

While executives yesterday stopped short of spelling out the company's hardware plans, Ballmer did say that Microsoft needs to look into consumer devices to stay relevant.

"I will get asked, do you really need to do consumer device?" he said. "And the answer is, we really do, because our ability to leverage our technology, our ability to innovate, our ability to drive growth, we need to have this business outlet for our software creativity to continue to grow, to continue to innovate, and continue to be relevant."

It's not an ideal situation for Microsoft's partners. Imitating Apple's strategy with the iPod and iPhone perhaps, Microsoft's mobile devices strategy will be more closed-system than its longstanding PC strategy, which by some standards could be considered "open".

## The SIGs

If you are not attending a SIG, you are missing more than you know. Ask someone who attends them each month. It is well worth your time. All you have to do is bring your questions and a pencil and paper. You can even bring a guest if you want. Try it.

**Computer Limits**  
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518 21st St. (Miracle Mile)  
Vero Beach, FL 32960  
**772-569-9978**  
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