



The PULP

HUGE this month:

General Meeting: Apr. 17th

Spring Cleaning your Mac/PC

See you there!

East Hartford Public Library
Main St. & Central Ave., E. Hartford, CT.

Q&A Session: 7:00PM–7:30PM
Meeting starts at: 7:30PM

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MEETING LOCATIONS
East Hartford Public
Library
Main & Central Avenue
in the Lion's Room
(downstairs)

Editor's Corner

At the suggestion of Bob Bonato, we will be talking about cleaning up your Mac/PC for the spring season. There will be a raffle for some books. One is a paperback entitled "The Twitter Book" and the other will be an epub. Both are courtesy of O'Reilly and APCUG. Hope to see you there.

In the news: Apple has announced that it will begin paying a stock dividend. They also announced an updated Apple TV which will support 1080p.

Rovio (Angry Birds) is about to launch theme parks around the world. For a preview or perhaps to purchase some equipment for your own backyard:

http://www.lappset.com/global/en/Products/New/NEW_Angry_Birds.iw3

There have been some reports that (prospective) employers have been asking applicants/employees for their Facebook username & passwords. Some members of the Senate have asked the Justice Department to investigate.

If you are concerned about websites and others tracking you, there are some add-ons that you can get. One that I've been trying is 'Do Not Track Plus'. It works in all browsers. You can get it (free) at: <http://abine.com>

Seagate has announced that it has achieved 1 terabit/sq. in

on a drive platter. It is expected that they will have 60 TB drives within a few years.

There is a rumor that Microsoft is banning the company purchase of Macs & iPads for its sales & marketing staff.

Encyclopaedia Britannica has announced that after 244 years, it will no longer publish the print edition. Their service will now be available through online subscription only. If you hurry, you can purchase one of the remaining copies (2010 edition) for \$1,400.

IBM has developed an optical chip (Holey Optochip) which can transfer data at 1Tbps (terabit per second). That's the equivalent of 500 HD movies.

Researchers have finally proven that it's possible to simultaneously transmit multiple radio channels over exactly the same wireless frequency. In theory, they could potentially transmit an "infinite number" of TV, radio, WiFi, and cellular channels at the same time over

cont on pg.9

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A Little Computer Quiz

by Stuart Rabinowitz

The trivia and minutiae of the computer related world. The answers will appear next month or you can submit an answer sheet at the General Meeting. Good Luck.

1 This past December, 2011 marked the 20th anniversary of the first american web site. Who hosted that first site on the WWW?

2 What was the first portable computer and in what year was it introduced?

3 What was the first laptop to integrate Wi-Fi and in what year was it introduced?

4 What was the first commercial non-kit computer based on a microprocessor?

5 This May is the 60th anniversary of the IBM 726. What was it?

Answers to Feb., 2012 Quiz

Sometime between my writing this & the meeting, Facebook will go public with an Initial Public Offer (IPO) and be worth an estimated \$100 billion. This will make a number of people very rich. With that in mind, let's take a few other tech companies from the past.

1 In December 1980 the Wall Street Journal reported that this company went public on page 12. What was the company and the IPO price?

A Apple went public at \$22 a share with a total sale less than \$100 million. At the beginning of Feb. 2012 it was trading at \$455 a share after several splits. So if you had bought 100 shares at the opening and kept them they would be worth around \$182,000 on an investment of \$2,200

2 What company offered (in 2004) its IPO shares at \$85 and closed at \$100, raising \$1.2 billion?

A In April 2004 Google went public and closed that first day at \$100. At the beginning of Feb. 2012 it was trading at \$585 a share

3 Microsoft had its IPO in March 1986. What were the opening and closing prices?

A It opened at \$21 and closed at \$28. At the beginning of Feb. 2012 it was trading at \$30 a share after splits

4 In 1997 what tech company went public in May at a price of \$18 a share and closed at \$21?

A That was Amazon. At the beginning of Feb. 2012 it was trading at \$182 a share after splits

5 In April 1996, what company had its IPO opening at \$25 and closed at \$33?

A That would be Yahoo and the shares were initially valued at \$13. At the beginning of Feb. 2012 it was trading at \$16 a share after splits

**Back Up Your Google Data with CloudPull**by Adam C. Engst <ace@tidbits.com>article link: <<http://tidbits.com/e/12840>>

Do you trust Google? Let me rephrase that. Assuming that you trust Google sufficiently to use their services — Gmail, Google Docs, Google Calendar, Google Contacts, and Google Reader — do you trust Google not to lose your data? It's a legitimate question to ask of any cloud-based service, and it's especially important to ask of those services that are free and lack official support.

As with any discussion of backup, it's important to consider all possible sources of problems. Personally, I don't worry much about my data at Google — I believe that Google is exercising all due diligence to ensure that nothing disappears due to hardware or software failure. But all that data is protected by nothing more than a password, and it could be stolen or cracked by some nefarious character. James Fallows wrote movingly about his wife's Gmail account being taken over; the attacker deleted six years' worth of correspondence — over 4 GB of stored messages and attachments that wasn't backed up (Google was able to recover it in the end).

<<http://www.theatlantic.com/magazine/archive/2011/11/hacked/8673/>>

Don't discount human error, too, either your own or programmer error. It's not inconceivable that you could become confused and accidentally delete a calendar or document, either directly or within some utility software that provides access to your data on Google.

****Backing Up the Cloud**** -- For peace of mind, therefore, a backup is necessary. But traditional backup programs protect the data on your hard disk, not data hosted in Google's data centers. You can sync certain types of cloud data, such as email, calendars, and contacts, by pointing Apple Mail at Gmail, iCal at Google Calendar, and Address Book at Google Contacts. But for other types of data — most notably documents in Google Docs — none of Apple's programs can help. Plus, as noted just above, `_synchronization_` can be dangerous, since actions on your Mac can result in data being deleted on Google.

<<http://www.google.com/sync/mac.html>>

The solution is CloudPull 2.0, from Golden Hill Software, which does exactly what you'd want from a Google-focused cloud backup program, downloading all your data from Google using read-only APIs over a secure https connection. The 1.x version of CloudPull supports Google Docs, Google Calendar, Google Contacts, and Google Reader, and the just-released 2.0 version adds support for Gmail. (The 2.0 version has a few other welcome features too, but since it works only with Mac OS X 10.7 Lion, Golden Hill Software will be maintaining and continuing to sell CloudPull 1.5 for those who need to use it under 10.6 Snow Leopard.)

<<http://www.goldenhillsoftware.com/>>

CloudPull stores backed-up data in common, easily readable formats, which means the following:

* Gmail: Email messages are stored in .emlx format, suitable for importing into Apple Mail. CloudPull maintains Gmail labels, which can be dragged from CloudPull's sidebar to the Desktop for export, and later imported into Apple Mail as mailboxes.

*Google Calendar: Calendars are stored as .ics files and can be imported into iCal if necessary. (Individual events aren't accessible on their own.)

*Google Contacts: Contacts are stored as .vcf files that you can add to Address Book. Groups are maintained within CloudPull but can't be exported in their entirety.

*Google Docs: CloudPull converts documents into appropriate Microsoft Office formats, so word processing documents become Word documents, spreadsheets and forms become Excel documents, and presentations become PowerPoint documents. Drawings turn into .png files and documents of other types in Google Docs retain their original formats.

*Google Reader: Subscriptions and starred



articles are retained as .inetloc bookmark files that open in Safari.

What's more, for document types (everything in Google Docs, calendars, and contacts) that can be changed online, CloudPull downloads and maintains multiple versions as independent documents so you can always go back to an earlier state of a document.

****Using CloudPull**** -- Setting up and using CloudPull is simple. A pair of first launch dialogs collect your Google account credentials and let you specify which Gmail labels you want to include in your backup. Before you configure this second dialog, make sure your Gmail IMAP settings are correct.

<<http://tidbits.com/resources/2012-03/CloudPull-setup-dialogs.png>>
<<http://www.goldenhillsoftware.com/enableimap/>>
>

In the second dialog, it's easiest to select all labels, but it might be worth thinking about whether there are certain labels, such as those associated with mailing lists you no longer read, that you really don't need to back up. And remember, since messages in Gmail can have multiple labels, just because you deselect a particular label doesn't mean that the message won't be matched by some other label.

With that configuration out of the way, CloudPull connects to Google and starts downloading your data. This will take some time — perhaps a number of days, depending on how much email you have stored in Gmail. (Luckily, other types of data aren't blocked by the slow initial email download, and, to my mind, the Google Docs backup is the most important.) Once that's started, take a few minutes to check out CloudPull's preferences.

You can change your Google account settings (double-click your email address to work through the two first launch dialogs again) or add another account. I'll probably back up Tristan's Google account onto my Mac with CloudPull, along with my own, since it would be a very bad thing if

something were to happen to his homework files in Google Docs at the wrong time.

Another interesting option is how long to keep snapshots and outdated backups — 30 days, 90 days, 1 year, or indefinitely. You can choose whether to show deleted files, and if CloudPull should run as a background app to get it out of the Dock and application switcher; its menu bar icon then becomes the primary interface. It's also possible to set how often CloudPull backs up (from every hour to once per day) and where it stores backups (in `~/Library/Application Support/CloudPull/backups` by default). Finally, exclusion rules enable you to exclude specific items from your backup based on name and kind.

Once CloudPull has completed its initial backup, it watches your Google account for changes on the schedule you've set, bringing down new and changed data as necessary. Most people will just leave CloudPull running in the background at that point. It launches at startup by default, and you'll want to let it do that in most situations.

Backups are useful only if you can restore data from them, though, and that's where you'll eventually interact with CloudPull. It offers a single iTunes-like window with a sidebar containing collections for each type of backed-up data; the items in each collection appear as a list in the main pane of the window. In CloudPull 1.x, a right-hand pane showed the history of the file; in CloudPull 2.0, the history is available as a popover that you call up by Control-clicking the item and choosing History of... from the contextual menu. The new approach is a bit clumsier, but realistically, it's so unlikely that you'll need to use it that burying it in the interface makes sense.

<<http://tidbits.com/resources/2012-03/CloudPull-window.png>>

Quick Look (available by pressing the Space bar or clicking the Quick Look button in the

cont. on pg. 9



Are you being followed?

By Linda Gonse, Editor/Webmaster, Orange County PCUG, California
December issue, nibbles & bits
www.orcopug.org
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You may not even suspect you are being followed. But, as many as 60 ad networks may be tracking you on the web right now! What's more, they may be selling personally identifiable details about you.

If this disturbs you, you can put a stop to it. You can quickly opt out from advertising networks —each has multiple clients! — with just a few mouse clicks.

The National Advertising Initiative (NAI) is a cooperative of dozens of online ad networks that track you. An NAI statement says it developed an Opt-out Tool “in conjunction with our members for the express purpose of allowing consumers to ‘opt out’ of the behavioral advertising delivered by our member companies.” To this end, NAI offers a YouTube video on their home page showing you how the Opt-out Tool works. (You can also see the enlarged video before you go to their site at <http://bit.ly/ruQt9S>)

Basically, the Opt-out Tool, which will not be installed on your computer, examines cookies (small text files) on your computer and identifies those member companies that have placed an advertising cookie on it.

When a member company's cookie is identified by the Opt-out Tool, you simply check the box next to the company name. If you are strongly motivated (or highly frustrated), check the “Select All” box! Then, click the “Submit” button, and you're done. The cookies will be removed for the selected companies and your

opt-out status will be automatically verified.

Go to the NAI website at <http://bit.ly/sNMlj0> to get the opt-out process started.

There are two caveats. 1. Opting out of a network does not mean you will no longer see online advertising. But, the network from which you opted out will no longer be tracking you personally and displaying ads that are “tailored to your web preferences and usage patterns.” Isn't that the idea? 2. Networks voluntarily allow opting out. It isn't a legal mandate. Also, technical glitches may occur. Cookies from any of these networks may reappear. So, use the Opt-out Tool regularly.

Quantcast Measurement and Advertising does not participate in the National Advertising initiative, but also offers you the ability to opt-out of their ads based on your interests.

Quantcast claims it doesn't store your IP address or any other personally identifiable information. “But, if you prefer not to receive interest-based content and advertisements enabled by Quantcast and not to have Quantcast measure your pattern of website visits or other online media consumption, you can opt-out by using our opt-out tool” at <http://bit.ly/vNAXOB>. Opting out is the only way you can avoid being tagged, tracked and tempted by advertisers who know your purchasing history. By opting out you can end hunting season by advertisers who are determined to bag your money.



**but, is Siri a Google killer?**

By Linda Gonse, Editor/Webmaster, Orange County PCUG, California

December 2011 issue, nibbles & bits

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The following two points of view offer interesting observations projecting the value and usefulness, and duplication of Siri in other OSs. Siri is an artificial intelligence feature built into the iPhone 4S. David Coursey begins. He has been a tech writer for the past 25 years for major computer publications. Rebutting Coursey's article is Jon Jones, NCMUG's newsletter editor and president of Lunarparcel Media. His videos explaining 4S iPhone features, such as Siri, are at <http://bit.ly/vPOZcy>. — Linda Gonse

To start, in his Five Reasons Siri Is Not A Google Killer on Forbes.com, David Coursey said, "I don't mean to minimize the impact Siri will have on mobile devices, remote controls, etc. But, we are very early in the game and saying that Siri is going to kill anything is way premature. Let's revisit this in a year and see what the competitive landscape and Siri's market share look like then. "I understand how much many in the Apple community want something bad — really bad — to happen to Google, but I don't think it's Siri, at least not yet." <http://onforb.es/v7mAuK>

Jon Jones responds: "Interesting points. I think he's mostly right, but not all of the points are on target. In Point 3, he seems to make the mistake of categorizing iPhone users as the "typical Apple devotee" niche, and that's just not the case at all. Most iPhone users couldn't care less about Apple, and don't own or use other Apple products.

"He's also a bit zealous in his statement about Google's inherent wisdom in Point 4. I wouldn't give them such latitude. They do their share of experimentation to see what sticks, and will continue to make bad calls along the way, just as everyone else exploring new territory will as well.

"While it is definitely true that Siri heralds the developing method in which folks will typically engage their technology, it will in no way be a Google killer. I think folks just use that type of terminology to be sensationalistic and baiting. While Eric Schmidt has categorized Siri as a threat to Google, the reality is that some of Siri's functionality still finds Google's fingerprints under the hood, as well as a significant helping of Wolfram Alpha's mojo, which was also posited as a Google killer, which was never to be. They're different animals living in the same zoo. In broadcast news terms, Google is the info coming off the wire, and Wolfram Alpha is the guest commentator framing it for viewers. Siri is up on the roof re-positioning the rabbit ears.

"By that analogy, I mean both Google and Wolfram Alpha have demonstrated their unique approaches to gathering and presenting their data. I equate Google with a straight up clinical presentation of data. Wolfram Alpha serves more to contextualize the data for practical use, and Siri provides a more convenient method of tuning in to these pre-existing channels of accessing data — whether that is through a simple search, or a more intelligent and nuanced exploration of relevance.

"Google already has some of the basic framework on how a similar interface might be realized, and they've been ahead of the game on that front for quite a while. What they are lacking is the AI component that Apple invested in, but I know that both they, as well as Microsoft, have been exploring similar avenues for a while. I personally don't see this in the context of competitiveness, though each of the businesses will continue to frame it that way. Each of them will seek methods to keep their product locked into its own ecosystem....even Google with their "free,"



“open source,” platform will be undergoing some growing pains trying to leverage control in the arena. But I think there is still a lot of room for all the contenders to continue to grow and develop. The core of the article is accurate. Google is in no danger of being killed by Siri. “Basically, Siri itself doesn’t pose a threat to Google. It is an Assistant, not a search engine. It utilizes pre-existing search mechanisms to access and acquire information.”



Cerny's Cyber Sense

What's The Difference Between “Save” and “Save As...”?

By Jim Cerny, Director, Sarasota PCUG, Florida
February 2012 issue, Sarasota PC Monitor
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My usual answer to this question is “always use Save as...”. Well, OK, now why?

First, let me take a moment of your time to show the “save a file” process. If you open a program and create something NEW, when you are done you probably want to save your work. If you click on the “Save” option, guess what? – you will get the “Save as...” Dialog Box. The “Save as...” Dialog Box is important because that is where you can see and change (if you wish to) the following three options:

1. WHERE you save your file – in what folder or disk.
2. The NAME of the file. If it is the first time you are saving the file, you need to give it a good name that means something to you – so you can find it again.
3. The FILE TYPE. Many programs allow you to save a file with a selected file type. I don’t want to get into file types here, but that is a great topic for another article.

Ok, so now you save your file with a good file name, right? So the next day comes and you want to OPEN that file you created yesterday and make some changes to it. Once you have made some changes and you want to save the changed file – be careful now – do you click on “Save” or “Save as...”? If you click on “Save” you do NOT

get the “Save as...” Dialog Box and BOOM your changed file has TOTALLY REPLACED your previous file with the same name. Thus, your previous file is GONE, and it is NOT in the recycle bin either. But if you always use “Save as...”, you will always get the “Save as...” Dialog Box so you can check those three important file options (location/folder, name, and file type). If you choose not to change any of these options, then it is no different than using the “Save” option. But with “Save as...” you always get to see what is going on and you get a chance to change an option if you wish. If you do change the NAME of the file, then you will have two files saved, your old file before your changes and the new file with your changes and the new file name. So if you are in the habit of always using the “Save as...” option whenever you save a file (old or new) you will always be given the chance to change something if you want. Choosing just “Save” will not give you those options unless your file is being saved for the first time.



from pg. 5

toolbar) lets you preview items in CloudPull's window, and you can double-click them to open them in the associated program (see the bullet list above for details).

<<http://tidbits.com/resources/2012-03/CloudPull-Quick-Look.png>>

Opening items shouldn't be done willy-nilly. For data types that import, like email, calendars, and contacts, CloudPull hands the data off instantly, which may add data to iCloud or Address Book in undesirable ways. For document data types, CloudPull opens the file in the associated program, but read-only, so you can't make changes without first saving a copy. A better approach is to drag items out of CloudPull's window to the Desktop, which "restores" them in a more controlled fashion, after which you can import or open the item as you wish.

Although you will most likely want to restore the latest version of backed-up items, or an older version of a particular item, the new snapshot feature in CloudPull 2.0 shows the state of your Google-based data at a particular point in time. It seems mostly useful if there's a data corruption event that you don't notice right away, such that you want to restore data other than the latest version.

Frankly, CloudPull does exactly what it promises, and provides a welcome local backup of Google-hosted cloud data. My main criticism is that it's very slow to download the initial set of email, much slower than IMAP-savvy email programs I've used (the speed improved some in version 2.0.2). It could take days to complete the initial download, and the only progress indicator appears when you stop the backup from CloudPull's menu bar icon's menu, and then look at that menu again once stopped. Golden Hill Software is aware of these issues and is working on them for an update. Otherwise, I prefer the more-colorful sidebar in the 1.5 version in Snow Leopard to the near-monochromatic look in the 2.0 version in Lion, but that's minor. I would like to see CloudPull support other cloud services in the future, such as those from Yahoo and Microsoft, but perhaps Golden Hill Software is planning that for CloudPull 3.0.

CloudPull 2.0.2 is available at an introductory price for \$24.99, either from Golden Hill Software directly or from the Mac App Store (TidBITS members save 20 percent on direct orders, dropping the price to \$19.99). If you use Google Docs heavily, or don't currently have a good IMAP-based backup of your Gmail account, I encourage you to buy a copy right away. But a 30-day demo is available, so if you're at all on the fence, you can give CloudPull a try and get at least a month of snapshots locally.

<<http://sites.fastspring.com/goldenhillssoftware/product/cloudpull>>
<<http://itunes.apple.com/us/app/cloudpull/id404445477?mt=12>>
<http://tidbits.com/member_benefits.html>

read/post comments:
<<http://tidbits.com/e/12840#comments>>
tweet this article: <<http://tidbits.com/t/12840>>

from pg.2

the same frequency, blasting apart our highly congested wireless spectrum. A federal lawsuit filed in Mass. is attempting to hold the owner of an unsecured wireless network responsible for someone else illegally downloading copyrighted material. Is yours secured?

Solar power startup Twin Creeks has developed a way of creating photovoltaic cells that are half the price of today's cheapest cells.

During the 2012 Pwn2Own contest at the CanSecWest security conference Internet Explorer 9 was the second browser to succumb to white-hat hackers. Chrome was the first.

There is a court case trying to determine the worth of a 'tweet'. A company trying to collect damages from a former employee, claims that each of its Twitter followers is worth \$2.50 a month. The case in northern California involves an online mobile phone news and reviews website called PhoneDog and former employee Noah Kravitz.

Stuart Rabinowitz, Editor



PULP Staff	
Editor	Stuart Rabinowitz
Distribution	George Carbonell

Membership: Anyone may become a member. Dues are \$12 per year and include a one-year subscription to The Pulp as well as access to the HUGE Public Domain disk libraries. Meeting topics, times and places can be found on page 1 of this issue.

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April 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 1960 Tiros 1 launched	2	3	4	5	6	7
8	9 1919 Presper Eckert born	10	11	12 Yuri's Night 1961 1st human orbit	13	14
15	16	17 General Meeting 7 PM	18	19	20	21
22	23	24	25 1938 HP founded	26	27	28
29	30					