

# printout

Keystone MacCentral Macintosh Users Group ♦ <http://www.keystonemac.com>

## iPhone 6 Plus, iOS9, & Bootable Thumb Drive



For our November 17 meeting, we will see a hands on demonstration of the new iPhone 6 Plus by Jim Carey. Jim will also delve into iOS 9.

Dennis McMahon will present 2 topics at our November Meeting. First he will talk about making a 'Bootstick' - which turns a standard 8GB or larger USB Thumb Drive into a bootable device which will start your Mac and allow you to perform numerous maintenance task and run an installation or up grade of OSX.

He will also give an overview of Office 2016 Mac - Office 365 version. This is the first new MS Office for Mac in 5 years. 🍷



Meet us at  
**Bethany Village Retirement Center**  
Education Room  
5225 Wilson Lane, Mechanicsburg, PA 17055  
**Tuesday, November 17, 2015 6:30 p.m.**  
Attendance is free and open to all interested persons.

# Contents

<b>iPhone 6 Plus, iOS9, &amp; Bootable Thumb Drive</b> . . . . .	<b>1</b>
<b>President's Corner by Linda Cober</b> . . . . .	<b>3</b>
<b>Keystone MacCentral Minutes by Gary Brandt</b> . . . . .	<b>4 - 5</b>
<b>Complicating Details: Notable New Features in watchOS 2</b> <i>by Jeff Carlson</i> . . . . .	<b>5 - 7</b>
<b>iOS 9.1 Improves Live Photos by Adam C. Engst</b> . . . . .	<b>8</b>
<b>Using Content Reminders in iOS 9 by Josh Centers</b> . . . . .	<b>8 - 9</b>
<b>A Not So Short List of People to Blame for Internet Content Woes</b> <i>by Adam C. Engst</i> . . . . .	<b>10 - 12</b>
<b>Notes on Notes in iOS 9 by Josh Centers</b> . . . . .	<b>12 - 15</b>
<b>Software Review</b> . . . . .	<b>15 - 17</b>

Keystone MacCentral is a not-for-profit group of Macintosh enthusiasts who generally meet the third Tuesday of every month to exchange information, participate in question-and-answer sessions, view product demonstrations, and obtain resource materials that will help them get the most out of their computer systems. Meetings are free and open to the public. The *Keystone MacCentral printout* is the official newsletter of Keystone MacCentral and an independent publication not affiliated or otherwise associated with or sponsored or sanctioned by any for-profit organization, including Apple Inc. Copyright © 2015, Keystone MacCentral, 310 Somerset Drive, Shiresmanstown, PA 17011.

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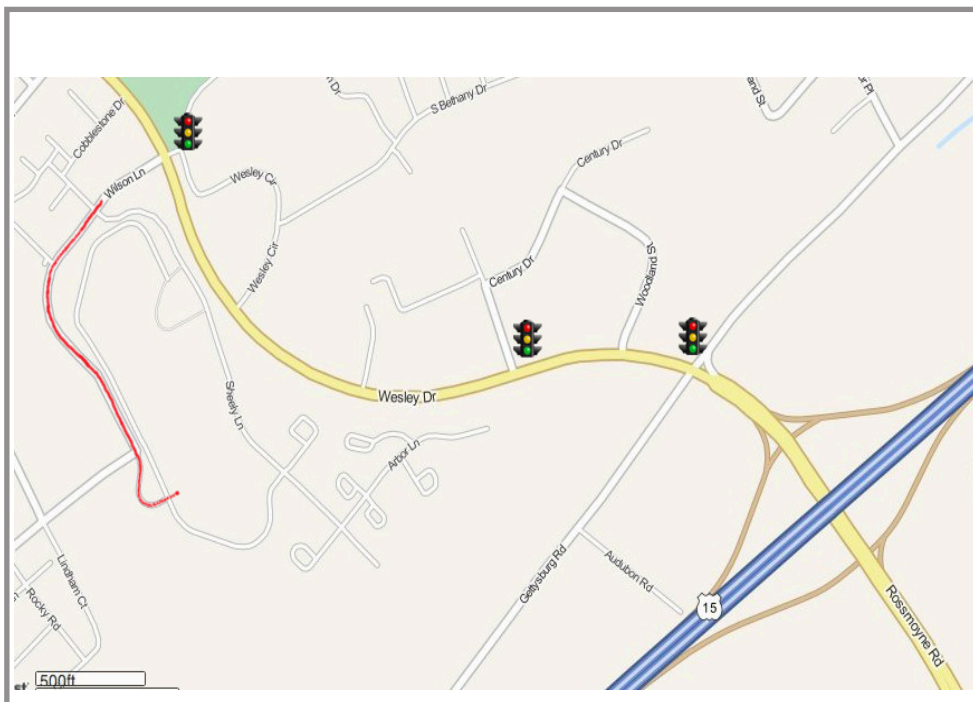
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## Keystone MacCentral Essentials

### Meeting Place

Bethany Village West  
Maplewood Assisted Living (Bld 21)  
5225 Wilson Lane  
Mechanicsburg, PA 17055

### Web Site

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### Mailing Address

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## President's Corner

I just got home from our monthly officers' meeting, and our November 17 meeting should be a good one! Although I will not be there in person, I will be there in spirit, and may be able to join you electronically through the magic of FaceTime and Skype. We'll see how that works out. However, if you have leftover Halloween candy, please bring it to the meeting and entrust it to Thomas Bank, who will see that I get it for our candy can. He promises to keep it safe for us unless you bring in M&M's; if you do, then all bets are off!

While I am on the subject of food, start thinking about what you would like to cook and bring in for our Christmas party in December. We will all contribute goodies to the party, and Thomas has agreed to make the chili this year. He promises that it will not be too spicy, even though spicy is his favorite. Sandy and I made the chili last year, and Wendy has already promised to make the chili next year, so if you like chili, the KeyMac Christmas Party / Meeting should always be on your calendar! Our November 17 meeting should also be on your calendar, so please join your fellow KeyMac members at 6:30 in the Education Room at Bethany West. 🍽️



# Keystone MacCentral Minutes

## October 20, 2015

### Business Meeting

No news from the business meeting except that Bob Levitus was scheduled to be at the November 11 meeting of Hershey Apple Core. The meeting starts at 6:30 PM at The Hospital & Healthsystem Association of Pennsylvania, 4750 Lindle Road Harrisburg, PA 17111.

### Q&A & Comments

Don Fortnum asked if he should set up a Facebook page with a very secure password to prevent someone else from setting one up in his name. This would not help because anyone could set up a fake page with your name. Your family and friends should be able to tell your real page from a fake one.

A question was posed about cloning a hard disk to back up to another disk. The question related to whether or not Time Machine should be disconnected before the backup.

Eric Adams asked how to boost the signal on his wireless network so it would work better on the third floor. ASUS and other vendors make repeater devices for this purpose and the Airport Express can work in some scenarios. Jim Carey suggested that Eric move the router to the second floor so it was equidistant from the first and third floors.

Dennis McMahon commented on some Apple bugs. The Calendar app in Mavericks and later operating systems renames new events created on a Mac "New Event" regardless of the name you try to assign. Events created on an iOS device do not exhibit this behavior. He also said that Apple seemed to be pushing users to their iCloud Drive service.

### Program Notes

Linda Cober brought in her GoPro camera and accessories to demonstrate its capabilities. She bought a powerful light to use when taking underwater photos. She purchased a large assortment of other attachments at Tanga.com for just 12 dollars. She got a chest harness and a head mount in that lot. The underwater housing Linda uses is rated good for about 130 feet under water. She has extended that range a little with no ill effects. She also bought a back door to

her camera that includes a viewfinder. The GoPro camera can be charged with a phone charging device.

Linda showed us many examples of the photos and videos she has taken with the GoPro. She explained that you can get good color up to a depth of about 25 feet. The underwater light then comes into play to get colorful photos at deeper depths. So if you want a good video or photo of your favorite sea turtle, The GoPro seems like a good way to go. See below for some online examples of videos shot with GoPro cameras.

As a side note, during Linda's demonstration her MacBook kept shutting down. Dennis McMahon recommended downloading a free app called Macs Fan Control. This app lets you reset the default internal temperature settings on your Mac at which the various fans kick in. This would help if Linda's problem stemmed from that issue. Linda downloaded the app and changed some of the settings on her MacBook. She reported that the fans were running but that her MacBook was still experiencing the shutdown problems as Eric Adams was setting up for his part of the program.

Eric demonstrated some of the new features in El Capitan, Apple's latest OS for Macs. A new About This Mac screen has additional information, including a graph of how storage space is being used. Eric reported issues with Microsoft Office 2011 and El Capitan but he said they since seem to have been resolved.

In System Preferences there is an option in the General pane to show or hide the menubar, similar to the option to hide the Dock. You can now enter a split screen mode to have different apps open in each window.

Spotlight accepts verbose language requests. Photos lets you edit metadata. Eric showed how to change the location of a photo. Photos will support third party extensions. With Safari, you can now stream videos using AirPort to an Apple TV. Safari also has a button to silence audio from a selected tab.

The new version of Notes can create checklists and import maps. Eric demonstrated a feature in Notes. If you have a flight number in a note, you can track it by clicking on it to bring up the tracking window.

If you are a user who occasionally "loses" the pointer, you can shake your mouse to momentarily enlarge the pointer.



## Additional Program Notes

Here is a segment on the off-road racing at Rausch Creek Off-Road Park in Tremont, PA (north on 81). All of the in-car footage is from GoPros as are the stationary shots where a car goes close to or over the camera:

<https://youtube/ne2rYMMThWU>

Another friend did a flyover with a GoPro on a drone of the Mississippi Basin Model built by the Army Corps of

Engineers in the 1940s to 1960s to study flooding before there was such a thing as computer models:

<https://www.youtube.com/watch?v=GBHIHTFj3GM&feature=youtu.be>

And a flyover of their recent camping spot:

<https://youtu.be/VsKUPjQRJ4>

And a link for Macs Fan Control which works on Macs and MacBooks:

<http://www.crystalidea.com/macs-fan-control> 🗑

by Jeff Carlson

# Complicating Details: Notable New Features in watchOS 2

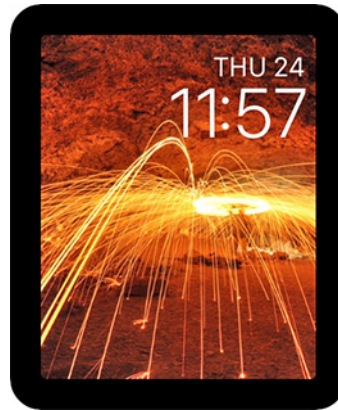
The just-released watchOS 2 update now runs native apps on the Apple Watch and lets developers create complications (the additional bits of information that appear on a watch face). It also features Nightstand mode, which makes the watch a tiny bedside clock when it's charging and placed on its side, and it uses the buttons to snooze alarms. Josh Centers covered these and other marquee features in "[Apple Releases watchOS 2](#)," (21 September 2015).

As with any operating system update, watchOS 2 includes plenty of other smaller details that are worth pointing out. This list isn't comprehensive, so feel free to share your observations in this article's comments. I'm also throwing in some observations from watch OS 1.1 that caught my eye and demonstrate Apple's attention when it comes to making a pleasant user experience.

**Light the Screen Longer** — When you raise your wrist, the Apple Watch screen comes on and then turns off after 7 seconds. If you tap the screen to wake it up, though, you can now choose to illuminate the pixels longer before it goes black, which makes demoing easier. Open the Settings app on the watch or the Apple Watch app on the iPhone and go to General > Wake Screen. Under On Tap, choose Wake for 15 Seconds or Wake for 70 Seconds. Why 70 seconds? No idea.

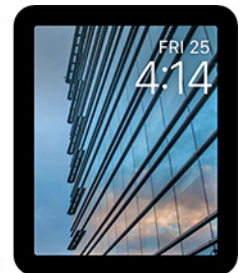
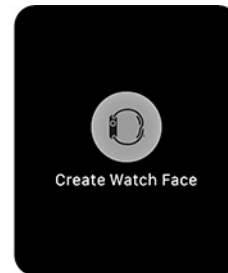
**The Last Stand (Until Tomorrow)** — I like the Apple Watch's exuberant reminders to get off my tush ("Time to Stand!"), but some days they're a bit too insistent. Now, when you're alerted, the reminder includes a Mute for Today button.

**Choose Your Own Photo Watch Face** — Two new watch faces let you use your own photos as the face (though neither allows complications — really, Apple?) Photo displays the same image every time you raise your watch; Photo Album cycles among the images in an album each time the face appears. Tap the watch face to switch between the images.



To use a single photo as the watch face, do the following:

- 1 On the watch, open the Photos app.
- 2 Locate the image you want to use, and zoom in (using the Digital Crown or by tapping on the image) so it fills the screen.
- 3 Force-touch the screen to display the Create Watch Face button, and then tap it. A new Photo watch face appears in the row of other faces (accessible when you force-touch the clock).



Whenever you create a watch face from a different photo, the design is added as a separate watch face, so you can create several and switch between them as the mood strikes.

Ah, but there's a wrinkle. The Photo Album face gets its images from whichever photo album you've chosen to sync with the Photos app on the watch. There's no option to use one album for the watch face and a different album for browsing the Photos app. If you're okay with that (if you don't use the Photos app on the watch to view images, basically), then do the following:

- 1 In the Watch app on the iPhone, tap the Photos button to access the app's settings.
- 2 Tap Synced Album, which is set to Favorites by default.
- 3 Select an album from your Photos library to select it as the image source.
- 4 Return to the My Watch screen by tapping Photos in the top left corner, followed by My Watch.

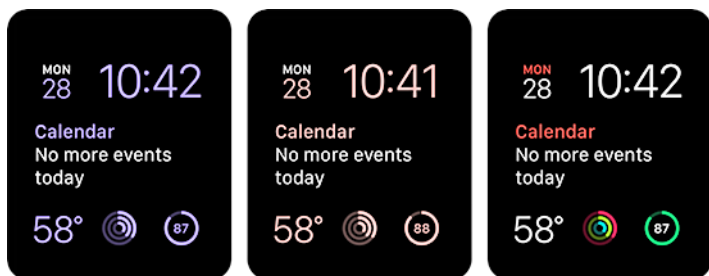
An album of relatively dark images will work best if you have trouble seeing the white text for the time and date.

**Time-lapse Faces Around the Clock** — A step up from photo watch faces is the new Time-Lapse face, which plays a short time-lapse movie of one of six locations: Mack Lake, New York, Hong Kong, London, Paris, and Shanghai. (These, too, do not allow any complications. Come on, Apple!)

What you may not notice right away is that Apple has created animations for each location at different times of the day. If you're checking the time in the morning, you'll see a daylight animation; in the evening, you get the scene at night.



**More Color on the Faces** — The Modular watch face offered several monochromatic color schemes under watchOS 1, but now there's a new Multicolor option that features several colors, including a tri-hued Activity indicator. Many of the colors are new, and match the new Sport bands Apple recently introduced, such as Stone, Walnut, and Vintage Rose. When you're choosing watch faces (force-touch the screen at the clock), switch to the Modular face and tap Customize. The first configuration screen chooses color; turn the Digital Crown to switch between hues.



The Utility face also adds color to the Activity complication, and orange icons for items such as Stopwatch and Alarms. If you prefer more subtle, white complications for the Utility face you're out of luck in this update. However, Modular still offers monochromatic complications.

**Come Fly with Me** — Speaking of faces, here's a detail that also appeared in watchOS 1 that shows a level of fit and finish that adds, even imperceptibly, to the overall experience. When you switch to Airplane mode (from the Settings glance), you'll see a tiny orange airplane icon at the top of the screen to indicate the mode. Afterwards, when you check the time from a darkened screen, the airplane quickly flies in from the left.



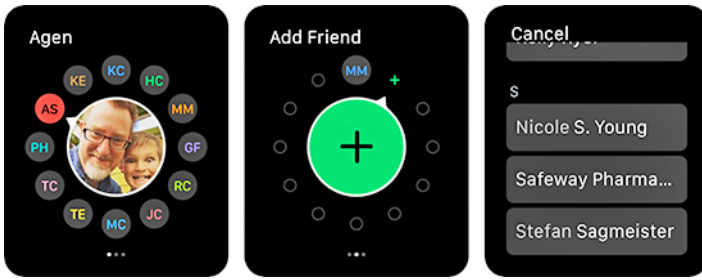
**Start Exercising Faster with Siri** — Your laces are tied, your tunes are rockin', the road stretches out before you, ready to be conquered, and... hang on, you need to open the Workout app, then tap the Outdoor Run option, set a goal, tap Start, and... oh heck, maybe you should check your email instead, and there's a fresh carton of ice cream in the freezer...

Is this your approach to working out with the Apple Watch? Since the desire for exercise doesn't come naturally to me, the more impediments to getting started, the more difficult it is for me to actually do it.

In watchOS 2, Siri has made that much easier: press and hold the Digital Crown, or raise your wrist and say, "Hey Siri" to activate the assistant, and then say, "Start an Outdoor Run" (or whichever workout applies). The watch opens the Workout app, switches to the correct type of exercise, and starts you on your way.

**One Less Push of the Crown** — In the original watchOS release, navigating from the home screen to the watch face involved an extra press of the Digital Crown: once to center the Clock app, and one more to open the app and view the watch face. watchOS 2 streamlines this sequence by zooming right to the watch face after centering the Clock app, no extra press required.

**Add Friends on the Watch** — Pressing the side button brings up your circle of friends, and in watchOS 2 you can have several circles — swipe left and right between them. What's also nice is that you can select a friend from your contacts directly on the watch, without going to the Watch app on your iPhone. Position the selector on an empty spot and tap the middle button (which displays a +), and then scroll to find the friend you want to add. You still need to use the iPhone app to remove or re-order friends, however.



What other details and additions have you found in watchOS 2? On the surface it feels like Apple has brought the watch up to the cruising speed it originally intended for the first iteration of the Apple Watch, but when you dig down and pay attention, there's more to be discovered. 🗑

by Michael E. Cohen

## Moving Your Apple Watch to Your New iPhone

We have all been here before — well, if not all of us, certainly a lot of us. Apple has begun shipping its new line of iPhones, and if you are once again replacing an old iPhone with a new one, you are probably vaguely familiar with the steps you need to take to get your old iPhone's settings, apps, and data onto your new iPhone. However, this time around, there may be more to transfer: if you have an Apple Watch, you also want to move your watch's settings and data.

It's not hard to make your Apple Watch and your new iPhone the best of friends, but you have to do things in the right order, which may mean a brief period of delayed gratification. In particular, you want to make sure your watch data is backed up and ready to move before you set up your new iPhone. Here's the sequence:

1 Unpair your Apple Watch and your old iPhone. When you do this, the Watch app on the iPhone makes a backup of the watch's data before it severs the connection, and stores the backup on the iPhone. Note that this backup is crucial: your Apple Watch's contents are erased when unpairing it from your iPhone! Apple's support note, "[Unpair your Apple Watch and iPhone](#)," describes the process in detail.

2 Next, back up your iPhone. You can back it up to iCloud (if you have enough storage space) or you can back it up to your Mac with iTunes. When you back up your iPhone, regardless of the method, the backup contains your Apple Watch backup as well as other data and settings. If you back up to iTunes, choose to make an encrypted backup; otherwise, the backup won't contain your Health and Activity data. The support note "[How to back up your devices using iCloud or iTunes](#)" describes how to back up your iOS device.

3 With your old iPhone now backed up, turn it off, and, if applicable, transfer your SIM card from your old iPhone to your new one.

4 Activate and set up your new iPhone and, during the setup process, connect to Wi-Fi. If you backed up to iCloud, choose Restore from iCloud Backup when asked; if you backed up to iTunes, connect your new iPhone to iTunes during the setup and, when asked, choose Restore from iTunes Backup. Apple describes the entire process in "[Transfer content from an iPhone, iPad, or iPod touch to a new device](#)." When you finish, your new iPhone should have the contents that were on the old iPhone — including your backed-up Apple Watch data.

5 With your new iPhone set up and ready to rock and roll, it's time to pair your Apple Watch with your new iPhone. Because your new iPhone now contains the watch backup that you made on your old iPhone, the pairing process offers you the opportunity to restore from backup. The Apple Watch setup and pairing process is described in detail in Apple's "[Set up your Apple Watch](#)" support note.

If all goes well (and it usually does), your new iPhone and your Apple Watch should once again be in sync. Nonetheless, you'll still have a little bit of work to do. That's because the Apple Watch backup won't contain the following items, so you'll have to set them up again manually:

- Paired Bluetooth devices
- Cards associated with Apple Pay
- The passcode for your Apple Watch
- The playlists synced to your Apple Watch

No, it's not a simple push-a-button-and-it's-all-done process, and it may take you some time before everything is back in place. But the minor fuss is worth it because at the end you'll have both a new iPhone and your Apple Watch working in blissful harmony with it. 🗑



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by Adam C. Engst

# iOS 9.1 Improves Live Photos

**Alongside** the 10.11.1 update to El Capitan and watchOS 2.0.1, Apple has updated iOS to version 9.1, making only two feature changes. First, for those iPhone 6s and iPhone 6s Plus users taking Live Photos, iOS now senses when you raise or lower your iPhone and avoids recording those movements. That's a useful change, since many Live Photos were bookended by inadvertent movements.

Second, as with El Capitan's update, iOS 9.1 includes 150 new emoji characters, including additional foods, different family units, more faces, new animals, more sports equipment, various weather icons, and more. You can finally convey that you're nonplussed about your archery match being postponed due to heavy fog, all without having to think of any of those pesky words. Emoji junkies can find a [roundup of the new images](#) at Tech Insider.

After those two changes, iOS 9.1 focuses on stability, resolving unspecified problems in CarPlay, Music, Photos, Safari, and Search, and on performance, reportedly improving responsiveness in the multitasking user interface. Other bugs fixed could:

- Cause Calendar to freeze in Month view
- Prevent Game Center from launching
- Inappropriately zoom content in some apps

- Cause incorrect message counts for POP accounts
- Prevent users from removing recent contacts from new email or messages
- Fail to display some messages in Mail searches
- Display a spurious gray bar in the body of audio messages
- Cause activation errors on some cellular carriers
- Prevent some apps from updating via the App Store

[Security updates](#) are included as well, with 24 vulnerabilities blocked.

At 246 MB for an iPhone 6, iOS 9.1 is probably most easily installed directly on the device via Settings > General > Software Update, although it should also work fine if installed via iTunes.

If you're using one of the just-released iPhone 6s models and are taking Live Photos, you'll want to install iOS 9.1 sooner rather than later. Otherwise, wait a few days and see what's said about it online as the early adopters report on what they're seeing. We haven't experienced any notable problems on our test devices. 🍌

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by Josh Centers

# Using Content Reminders in iOS 9

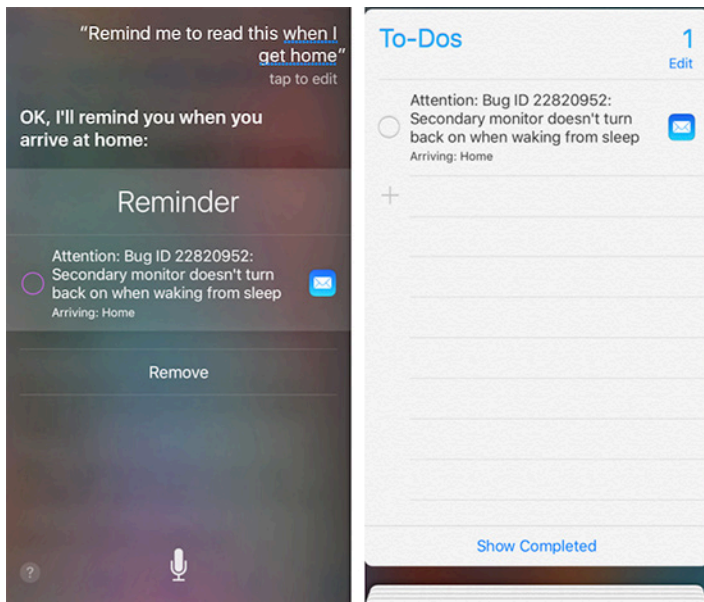
**You're** probably familiar with Siri's extremely useful reminder functionality, which integrates with the built-in Reminders app for iOS. Siri can remind you to do things based on time or location, so you can say, "Remind me to drop off the package tomorrow at 9 AM," or "Remind me to grab the package when I leave home." It's especially useful when triggered from an Apple Watch, since you don't even have to find your iPhone.

But you may not have known that in iOS 9, Siri can remind you to act upon content in certain apps, if you use the magic word "this" to indicate "what I'm looking at right now." I wrote about this capability in "[iOS 9: A Take Control Crash](#)

[Course](#)," but it wasn't until I went on vacation recently that I appreciated just how helpful this feature is.

I didn't disconnect entirely while away — I occasionally checked my email and Twitter timeline so I'd be aware of what was going on in the outside world. For instance, I received an email message from Apple asking for diagnostic information from my Mac to help resolve a bug I had reported. But I was hundreds of miles away from home! So, while viewing the email message in Mail, I summoned Siri and said, "Remind me to read this when I get home." I was then able to put the issue out of my mind until days later, when I pulled into the driveway at home. The Reminders app notified me on my iPhone, and the reminder stayed on my Lock screen until I marked it as done.





But you don't have to be on vacation to appreciate Siri's email reminders. If I'm reading on my iPad in bed at night and receive an email message about something I need to do for TidBITS, like editing an article, I can tell Siri to "Remind me about this in the morning," and safely forget about it until the next day.

These content-specific reminders also work with Safari. Sure, I can add interesting articles to my Reading List for later perusal, but if it's something important, I like to have a notification to help prompt me to read it. "Remind me to read this tomorrow at 10 AM."

Note that Siri can't create reminders for Web pages viewed in a Safari View Controller, such as the one in Tweetbot. You'll have to tap the Safari button to open the Web page in Safari, and then bring up Siri. However, Siri can remind you of Web pages viewed in Safari in Slide Over on an iPad.

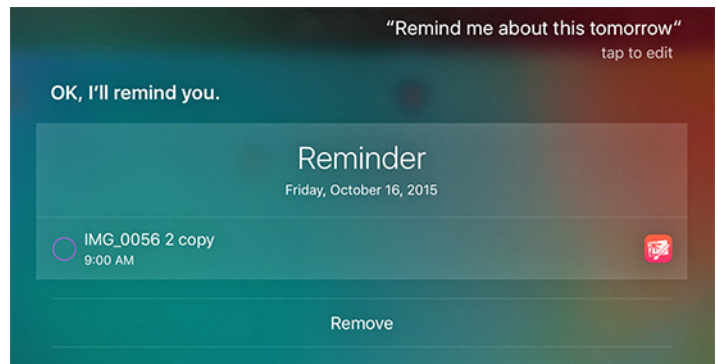
Siri can also create reminders for the Notes app, although, curiously, this doesn't work for notes in the On My iPhone folder. For instance, you might use the new checklist function in Notes to create a shopping list, and then have Siri remind you to look at that list when you get to the store. You could create a contact for say, your favorite grocery store, but Siri can also recognize local businesses. If I say, "Remind me of this when I get to Walmart," Siri creates a reminder that will be triggered when I arrive at my local

Walmart. If you live in the sticks, like I do, you may need to be reminded at a store out of town, so you can say something like, "Remind me about this when I get to Home Depot in Bowling Green, Kentucky."

Why do this instead of just creating your list in Reminders? Flexibility — you can insert pictures and create drawings in Notes, which you can't do in Reminders. I often take pictures of oddly shaped lightbulbs that need replacement, since bringing one into a store would be awkward.

Siri's content reminders also work with Maps, though I have trouble getting it to work consistently. Sometimes Siri will recognize a location I'm looking at, while other times, it will say, "OK, just tell me what you'd like to be reminded about."

Content reminders also work in numerous third party apps, though there's a bit of trial and error in figuring out which ones support the feature. For instance, Siri can remind you about open documents in Pixelmator or the current calculation in PCalc. You'll have to experiment to see what else Siri can remind you of.



One last thing: there is a bug related to Siri reminders in iOS 9.0.2. Even if you delete a reminder from the Siri screen immediately after creating it (as you might do if Siri misunderstands your words completely, which still happens regularly), it will still be added to the Reminders app. So if you've ended up with a bunch of unwanted reminders, that's why, and you can delete them in the Reminders app. Happily, this bug has been fixed in iOS 9.1.

Though easy to miss, Siri's content reminders are one of the best things about iOS 9. You may not use them every day, but they can help you focus on what you're doing, rather than what you have to do later. 🍷



# A Not So Short List of People to Blame for Internet Content Woes

By now, you're likely aware of the kerfuffle surrounding ad blockers for iOS. If not, here's the short version. In iOS 9, Apple made it possible for developers to create content blockers that could prevent ads from appearing in Safari on the iPhone and iPad. So they did, and when I last looked, [Purify Blocker](#) was the top-selling paid app in the Productivity category — clearly people want the faster and less intrusive browsing experience provided by an ad blocker, and some developers aren't above profiting from tools designed to hurt other businesses. Others have trouble with that — developer Marco Arment's Peace ad blocker became the top-selling iOS app overall briefly before he [pulled it from sale](#) several days later. The fuss even prompted the Interactive Advertising Bureau trade group to admit that the ads have gone too far.

In subsequent weeks, Internet ink has flowed fast and furious with debate about ad blockers — fast and private browsing is great, but most Internet publications rely on ad revenue. The backlash against ad blockers has already begun — in a high-profile response, German company Axel Springer announced that it is now [blocking readers](#) of its Bild tabloid Web site who use an ad blocker, asking them to whitelist the site or turn off the ad blocker so ads display, or pay €2.99 (US\$3.37) per month to browse the site without ads.

If you've contemplated or installed an ad blocker out of disgust for how ads impact your Internet experience or because you dislike being tracked on principle, you've probably wondered who's to blame for this mess. It's easy to point fingers at grasping publishers and sleazy advertisers, but we need to look harder. I was pondering the question in the shower this morning, and when I got out, my reflection in the bathroom mirror made me realize just who the real culprit is: it's me, you, and everyone else on the Internet.

That's right, we're all to blame. That's because we're a bunch of cheap bastards who aren't willing to cough up a few bucks to pay for the news, magazine articles, blog posts, and even apps we so greedily consume. (Those of you who are [TidBITS members](#), consider yourselves part of the solution, since you're not only paying to support TidBITS, you're also doing so voluntarily.)

But that's too glib of an indictment — sure, given the choice between free and not-free, most people choose free most of the time, and what's wrong with that? “Cheap bastard” is just a more engaging way of saying “[rational economic actor](#).” When faced with two options of equivalent utility, why would you pay if you didn't have to?

Without venturing too far into the weeds of history, how about if we blame the guy responsible for the concept of free-market capitalism — [Adam Smith](#), he of the invisible hand? I've not read his “Wealth of Nations” (I'm a writer, Jim, not an economist!), but it seems to me that the very basis of a free market is that prices are set freely by consent between vendors and consumers, free from intervention by government, monopoly, or other authority. I'd argue that implicit in that is that various business models are acceptable, based as they are on different forms of consent (and in a situation where something is freely available, consent can be determined only by consumption).

Blaming Adam Smith is unsatisfying, though, since, among other problems, the dude died in 1790, and therefore knew nothing about Internet business models — he didn't even overlap with [Charles Babbage](#) or [Ada Lovelace](#), who were born in 1791 and 1815 respectively. It's tempting to lay some blame at their feet too, along with [Alan Turing](#), as pioneers of computing without whose work we wouldn't have digital content that can be replicated ad infinitum without any loss of quality. But, you know, they're all ex-parrots too.

Let's jump forward to the 1830s, which saw the rise of the “[penny press](#)” — newspapers that sold for a penny each, rather than the six cents that was common at the time, democratizing journalism and making money through paid advertisements. Though they came late to the penny press game, and certainly weren't the first to take ads, the next people on whom we can pin some blame are George Jones and Henry Raymond, who in 1851 founded The New York Daily Times, later to be renamed The New York Times.

Now we're getting somewhere, since The New York Times has both [covered the ad-blocking brouhaha](#) and [weighed in on the utility of ad blockers](#), all while [serving ads that actively prevented](#) designer and blogger Khoi Vinh (formerly Design Director for NYTimes.com) from reading the article about ad blocking. Ironic, no?

That's not quite fair, though, since The New York Times tries hard to make people pay, allowing readers to view only ten free articles per month, and [charging for on-line access](#) at rates ranging from \$3.75 to \$8.75 per week, depending on whether you want to use a smartphone, a tablet, or both (and share with a family member). Tellingly, [daily delivery of the physical paper](#) costs only \$8.90 per week.

So The New York Times is trying to charge mostly for its content — apparently all those dead trees and delivery trucks make up only 15 cents of the subscription price. That

implies that the Internet itself is inextricably tied up in the whole mess — so how about we blame [Al Gore](#), who never said he invented the Internet but may as well take some heat for the moment? But we can't lay more than government funding for the pipes at Gore's feet, so what do you say we point the finger at [Tim Berners-Lee](#), creator of the World Wide Web? Not for creating it (thanks, Tim!) but for ignoring the intellectual efforts of [Ted Nelson](#), whose [Project Xanadu](#) had a far more powerful concept of linking that incorporated two-way links, rights management with automatic usage royalties, and micropayments. Heck, let's blame Ted Nelson too, for being too much of a visionary and too little of an implementer.

But they're not responsible for the dominant Internet business model of giving content away for free and generating revenue entirely from ads. That can perhaps be laid at the feet of [free, ad-supported newspapers](#), which date back to 1885. However, despite that early start, they didn't really take off until recent times. A better scapegoat would be [commercial radio](#), which got its start in the 1920s, and commercial television, which dates to the 1950s. Initially, both radio and TV used a single sponsor model before realizing that it would be easier to sell smaller blocks of advertising time to multiple businesses. The sponsor model would come back to fund both the non-profit [National Public Radio](#) (NPR) and the [Public Broadcasting Service](#) (PBS), founded in 1970. Blame them too, not in the least because that's where Tonya and I took our inspiration when we began the first advertising program on the Internet in 1992 (see "[TidBITS Sponsorship Program](#)," 20 July 1992). [O'Reilly](#), whose [Global Network Navigator](#) was the first Web publication to take clickable ads in 1993.

If I'm going to shoulder some blame here, I want to share it with a few billionaires. [Larry Page](#) and [Sergey Brin](#)'s Google took the concept of Internet advertising and ran with it, building a corporate behemoth based on the idea that you could make compelling Internet services available for free and generate revenues based on contextual, targeted advertising that attempts to display ads users might find useful.

While we're on the topic of tracking, let's blame the U.S. National Security Agency for taking something that's potentially annoying and at minimum theoretically troubling (ad-based tracking) and turning it into something truly creepy ([mass domestic surveillance by a government agency](#)).

Over at Apple, [Tim Cook](#) and company have made hay from the fact that Apple doesn't collect information about its users to target advertising better, and to prevent government agencies from acquiring it. That's not to say Apple doesn't want to advertise to you — iAd, anyone? — but the company's business model is primarily based instead on the almost quaint principle of selling a product for money. However, Apple is far from blameless in the woes of Internet content, thanks to its role in creating the highly artificial App Store and iBooks Store markets — we can lay that at the feet of [Steve Jobs](#). Thanks to Apple's refusal to allow

demos and paid upgrades for apps, separation of developers from their users, and poor interface that makes price the primary differentiator of similar-sounding products, apps and books have been almost entirely devalued in the eyes of consumers. Parking meters are a larger expense for many people.

Of course, Apple was far from the first to devalue software. For that, we need look no further than [Richard Stallman](#), founder of the free software movement, and [Linus Torvalds](#), the driving force behind the Linux kernel that would later sit at the heart of numerous operating systems, most notably billions of copies of Google's Android. To be fair, Stallman in particular feels software should be free as in speech, not free as in beer, but that's a distinction lost on many.

The problem for the purposes of today's discussion is that when software is free (as in beer), developers have to develop alternative business models, such as charging for tech support, hosting, ancillary services, or premium features. That's not a problem in and of itself, but it encourages the same sort of behavior in other fields. Google, of course, but also look at Facebook, where [Mark Zuckerberg](#) and company have figured out how to monetize your relationships by selling ads alongside your personal communications.

What's most annoying is that we're not worth very much to any of these companies. Facebook's average revenue per user (ARPU) is [only about \\$10](#), about double [Twitter's \\$5 ARPU](#) and far behind [Google's \\$45 ARPU](#). Heck, if it were an option, I wouldn't even blink at paying \$45 per year for all the great stuff Google provides me instead of seeing ads, and I'd happily hand over \$15 per year for ad-free Facebook and Twitter combined.

But paying for the services we use, the content we consume, and the apps we install is quite literally a hard sell, despite all the negatives that come with business models that separate product from price. Speaking of which, let's drag [Jeff Bezos](#) in for helping to devalue digital goods, starting with the way Amazon drove down the price of ebooks by selling them as loss leaders, and most recently with the new [Amazon Underground](#) app and service. Amazon Underground provides Android users with access to over \$10,000 worth of apps, games, and in-app purchases for free, paying developers \$0.0020 per minute (two-tenths of a cent), which means a penny per five minutes, or 12 cents per hour. Amazon is presumably funding the service through increased sales of other products, but the entire thing brings to mind the old joke, "We lose money on every sale, but make it up on volume."

There's plenty of blame to go around for how we've ended up in a world where all our digital content is free and we're used as raw material in increasingly troubling monetization schemes. Most recently, ad industry behavior is what brought this situation to a head, but if online ads weren't so universally ignored, the industry might not have felt the need to stoop to tracking-based targeting. Or perhaps it would have; cable TV companies and movie theaters



certainly aren't shy about adding advertising even after we pay our cable bills and buy our movie tickets. And while individual advertisers are also at the heart of the problem, they're just trying to tell us about their products and services — it's hard enough to introduce something new to the public with advertising; without advertising, it's nearly impossible.

In the end, I'm going to return to where I started, and say that society as a whole is responsible. But the opportunity for change also lies with all of us, both in our everyday ways of choosing free services and support of broader policies. I see ad blockers as just a weapon in an arms race, not a solution, but here are a few changes that could make a real difference, in decreasing order of likelihood:

- Digital content, app, and service companies could offer paid, ad-free alternatives for those who want to pay directly. Google, where can I send my \$45?
- The U.S. government could adopt privacy protections along the lines of the European Union's [Data Protection Directive](#).

- Someone could develop an Internet platform that enables us to manage our personal information to ensure accuracy, control access, and benefit directly from any commercial use. If we're to be commercial objects, we should have a say in how our data and attention are monetized.

I'm not holding my breath for any of these, so for now, if you're bothered by this situation, I encourage you to focus your support on companies that do business in ways you approve of. 🍷

by Josh Centers

## Notes on Notes in iOS 9

I wrote about a lot of great new features in "[iOS 9: A Take Control Crash Course](#)," but sadly, there wasn't room to explore Apple's notable revision of Notes as thoroughly as I wanted. So here I am to do that in TidBITS!

In iOS 9, Notes evolves from a simple app that supported only plain-text notes to one that offers checklists for things like grocery and to-do lists; advanced formatting to create basic outlines; the capability to attach images, videos, and documents; and sketching, which lets you draw your ideas on the screen. With these features, Notes is now capable enough to be the primary note-taking app for most people, although those who have already settled on another solution may not be compelled to switch. But first, I want to address three mild annoyances.

**Notes Annoyances** — First, despite being overhauled, Notes's interface controls maintain the dull yellow text on a white paper background look that's been around since iOS 7. Yellow on white isn't the most readable color combination, and how the background paper texture survived Jonathan Ive's skeuomorphism purge, I'll never understand.

The second annoyance is that even to see the new features and sync those notes to other devices, you must "upgrade" your Notes accounts after updating to iOS 9 (or OS X 10.11 El Capitan). The problem with doing so is that the Notes app in 10.10 Yosemite (and iOS 8) doesn't support the new format, so notes in your iCloud account won't sync until upgraded. You have two choices:

- Upgrade Notes on your iOS 9 devices and use the iCloud.com Web app on unsupported devices.

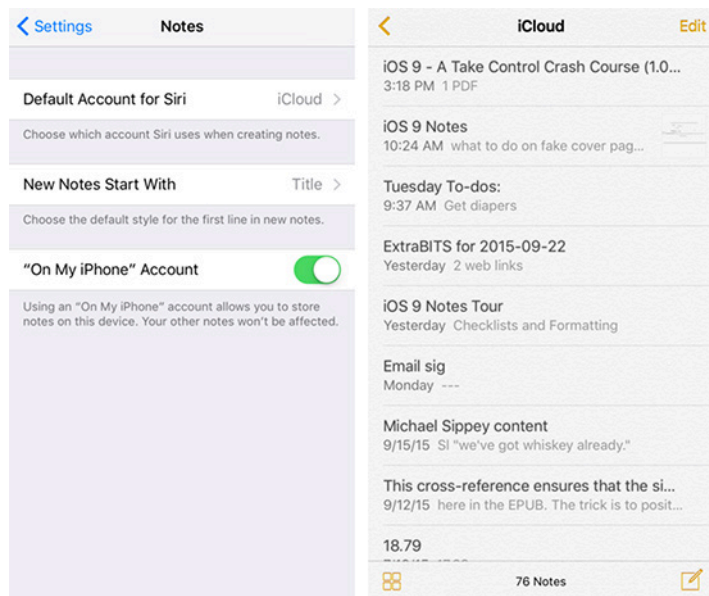
- Skip the upgrade until you install 10.11 El Capitan. If you want to try the new features, you can do so with device-only notes.

Before you perform the upgrade, it's also important to note that the syncing protocol has changed as well to provide increased speed and reliability, so [Notes will no longer sync via IMAP or Microsoft Outlook](#) once you upgrade. Or at least that's what Apple says, but one commenter noted that he was able to maintain IMAP-based syncing. Plus, although it's unclear what protocols are in place behind the scenes, you can still enable note syncing in at least Google accounts created either in the Internet Accounts preference pane in OS X or in Settings > Mail, Contacts, Calendars in iOS. In either case, toggle note syncing off and on again if it's not recognized at first. Using Google for note syncing would also likely provide some level of compatibility with Android devices.

Device-only notes still require that the associated account (On My iPhone/iPad/iPod) be upgraded; if you see Upgrade next to On My iPhone in the Folders screen (tap the back button once or twice to get there), tap it. Your notes will be upgraded to the new format with no data loss, and if you had a "Local Notes" folder, it will be renamed to just "Notes."

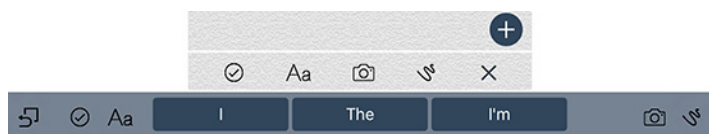
If you don't see the On My iPhone header, you didn't have any local notes in the previous version and there's nothing to upgrade. However, you must then enable that account to be able to create device-only notes. Go to Settings > Notes, and turn on the On My iPhone account.

Either way, once you have On My iPhone with a Notes folder underneath it, tap Notes to go into that folder, where you can tap the new note button in the lower-right corner.

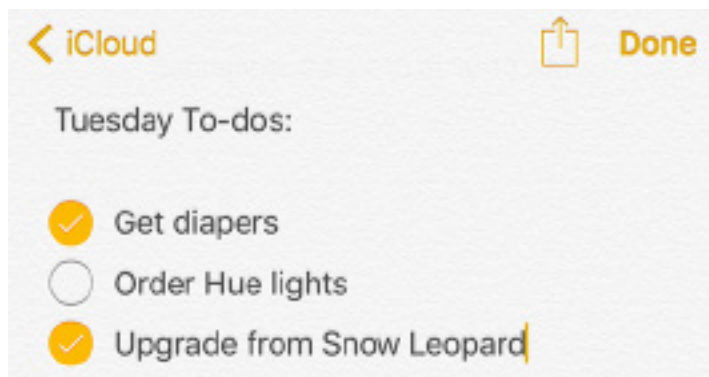


The third annoyance is that you can attach only one photo or video at a time, even though a note can hold multiple photos and videos. Also, unlike in Mail in iOS 9, it's somewhat fussy to insert other types of attachments in a note — I'll explain how you can do that in a moment.

**Making Checklists and Formatting** — To check out the new features in Notes, create or open a note, tap in it to start editing, and then tap the plus button above the keyboard on the iPhone and iPod touch to reveal their buttons. The iPad has new QuickType buttons for each of the new features, so there is no plus button.



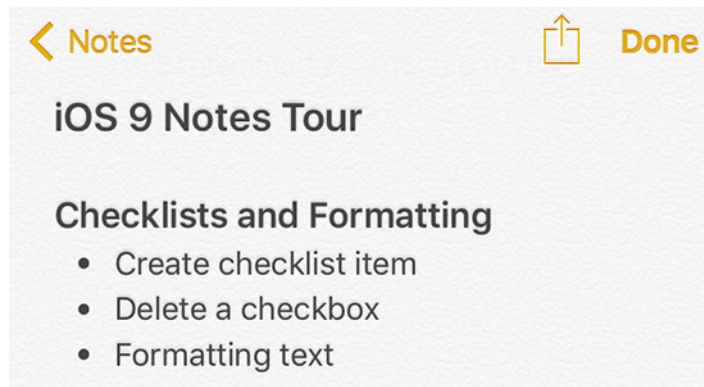
To create a checklist, tap the checkmark button. A checkbox appears to the left of your cursor. Enter your first item, and tap Return to create the next one; tap Return again to remove the checkbox from that line. To work with the list, tap a checkbox to toggle its checked state. That state is purely visual; Notes doesn't delete or move checked items or do anything else with them.



To format text, tap the Aa button. Each formatting option applies to the entire line that the cursor is in, so there's no need to select text first. Here are the formatting choices you can apply:

- Title
- Heading
- Body
- Bulleted List
- Dashed List
- Numbered List

Unfortunately, you can't nest lists to create proper outlines, but between Title, Heading, and the different lists, you can create a working approximation.

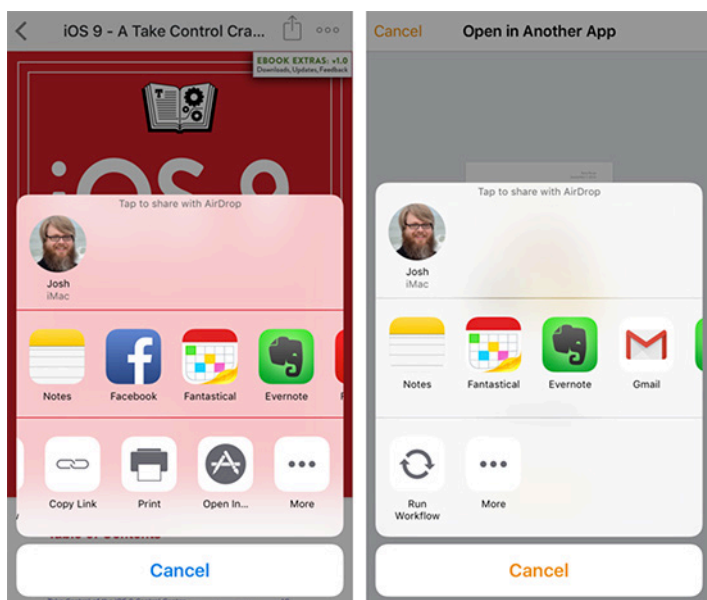


**Adding Links and Attachments** — The most obvious way to add an attachment is to tap the camera button, which lets you insert a photo or video in your note.

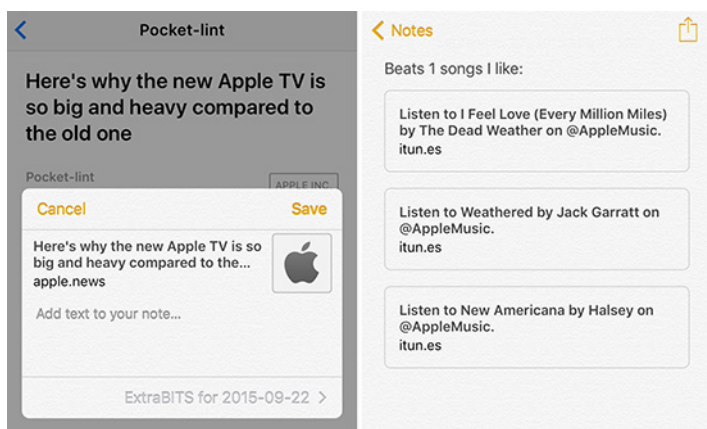
What about other types of documents? You have two choices here: a link or an attachment. With a link, all that shows up in your note is a box that, when tapped, opens the original document in its original app (or as close as Notes can get; a linked story from the News app opens in the News app on an iOS device, but in a Web browser on the Mac). An attachment, in contrast, is actually embedded in the note itself, and tapping it opens it within a viewer in Notes.

The trick is that you don't initiate embedding a link or an attachment (other than a photo or video) from within Notes, but instead by tapping the Share icon in another app, while viewing the document you want to embed. If you tap Notes in the middle bar of the Share sheet, you'll get a link to the original; if you instead tap Open In (sometimes called Open In Another App), and then specify Notes as the destination, you'll get an attachment. If Notes doesn't appear in either the middle bar (for a link) or the bottom bar (for an attachment) that presumably means that the original app can't share data with Notes in either way.

For example, if I have a PDF open in Dropbox, I can tap the Share icon, and then tap Notes in the middle bar to insert a link to the PDF into a note. If I instead tap Open In, and then select Notes, the PDF itself will be embedded in the note. Sharing a pass in Wallet, however, doesn't offer Notes as an option at all.



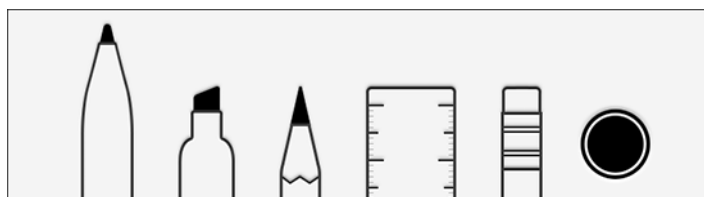
Of course, you can also send links from Safari to Notes, which I use to make a daily list of potential links for ExtraBITS. I've found a variety of other creative uses for link sharing in Notes. For instance, if I'm listening to a great song on Beats 1 that hasn't yet been released, there's no way to add it to my Apple Music collection. But I can link to that song in a note, so I can look it up later.



Either way, when sharing an item to a note, you can either make a new note or tap next to Choose Note to add the item to an existing note. Confusingly, if you have multiple accounts enabled, you'll be able to share only to the account that's defined in Settings > Notes > Default Account for Siri.

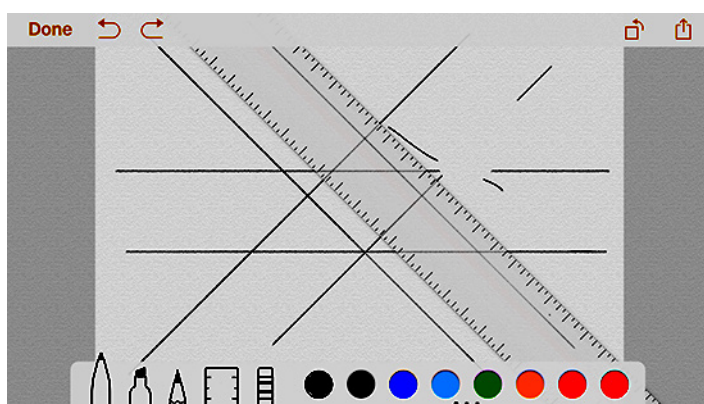
To delete any kind of attachment, bring up the keyboard, place the cursor to the right of it and tap the Delete key on the keyboard twice, once to select the attachment and a second time to remove it. Alternatively, you can tap and hold the attachment, and then tap Delete in the popover.

**Sketching** — Last, but certainly not least, you can tap the sketch button to make a drawing inside a note (sketching requires at least an iPhone 5, fourth-generation iPad, or a sixth-generation iPod touch). Here are the available tools, from left to right:



- Pen: draws a medium-sized line
- Marker: draws a thick line
- Pencil: draws a thin line
- Ruler: assists in drawing straight lines
- Eraser: erases what you've drawn
- Color Picker: lets you select the color to draw in

Most of the tools are self-explanatory, but I'd like to touch on the ruler tool a bit. When you tap its icon, a ruler is placed on the page. You can drag it around and adjust its angle by placing two fingers on it and rotating it. Once the ruler is in position, use it just like a real-life straightedge: draw alongside either edge to make a straight line. To hide the ruler, pinch it with two fingers until it shrinks to oblivion.



Undo and redo buttons let you fix mistakes. You can rotate the canvas by tapping the rotate button in the upper right, in case you started drawing in one orientation but wish to switch to another. You can also tap the Share button to save or share just the sketch separately from the note.

Inside the note, your sketch acts like an attachment. Tap it to edit it, or place the cursor to the right of it and tap the Delete key to remove it.

Sketching inside notes is neat on any iOS device, but I imagine that the best experience will come on the new iPad Pro paired with an Apple Pencil. Also, the iPhone 6s and 6s Plus can reportedly both take advantage of 3D Touch in sketches, so if you press harder on the screen with the pen tool, you'll get a thicker line; the marker and pencil tools draw darker lines when you press harder.

**Organizing Notes** — If you're considering switching to Notes as your main notebook app, you'll want to know how to organize your notes. Unfortunately, Apple doesn't offer any advanced capabilities here, just folders and search. But those two together can meet most needs.

First, if you're wondering how to title a note, the Notes view displays whatever the first line of text says. So to name a note, just enter the name you want on the first line.

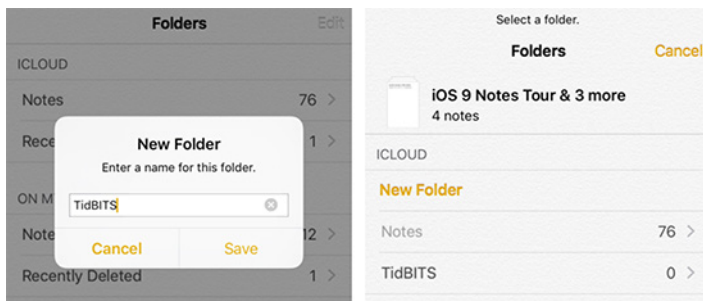


To ensure that the first line is always formatted as a title, go to Settings > Notes and set the New Notes Start With option to Title.

To create a folder, tap the back button until you're in the Folders view, and then tap New Folder. Choose an account — unless you have a reason to keep notes on your device, I recommend keeping them in iCloud or another cloud-based account so they sync to other devices and aren't lost if you want to restore the device from scratch.

The downside to folders is that they haven't yet been implemented in the iCloud Web app, where all of your notes are instead just dumped into one view.

If you want to move existing notes to your new folder, enter the folder that the notes are in, tap Edit, select the notes you wish to move, and then tap Move To.



To search notes, pull down on the screen until you see the search box, tap in it, enter your search term, and tap Search. While Notes doesn't have separate tagging functionality, searching finds any words you insert into a note, so you can add your own "tags" to the end of a note if you wish.

Search is more powerful than you might think, since it searches within attachments too. For instance, I inserted an entire copy of "iOS 9: A Take Control Crash Course" into a note, and searching for words in the book caused it to appear in the search results (give Notes a few minutes to process the PDF before this works). Unfortunately, you can't find a specific location within a PDF in Notes, but that's what iBooks is for.

Notes can't compare to a power-user tool like Evernote — which offers power-user features like tagging, voice notes, adding notes via email, Google Web search integration, Web clipping, and more. While Notes may not offer enough features to lure away users of other note-taking apps, in iOS 9 it's now sufficiently capable for many users, while remaining simple to use. As a bonus, since Notes and iCloud are built into both iOS and OS X, you won't have anything else to download or configure when you set up a new Apple device. 📌

## Software Review

### Apple Updates

#### iTunes 12.3.1

Oct 21, 2015

##### System Requirements

- OS X version 10.8.5 or later
- Apple Music requires OS X version 10.9.5 or later

This update improves the experience for iTunes Match subscribers and Apple Music members:

- Fixes an uploading issue that may have kept songs pending.

It also includes improvements to overall stability and performance.

#### iOS 9.1

This release includes new features, improvements and bug fixes, including:

- Live Photos now intelligently senses when you raise or lower your iPhone, so that Live Photos will automatically not record these movements

- Over 150 new emoji characters with full support for Unicode 7.0 and 8.0 emojis
- Improved stability including CarPlay, Music, Photos, Safari, and Search
- Improved performance while in Multitasking UI
- Fixes an issue that could cause Calendar to become unresponsive in Month view
- Fixes an issue that prevented Game Center from launching for some users
- Resolves an issue that zoomed the content of some apps
- Resolves an issue that could cause an incorrect unread mail count for POP mail accounts
- Fixes an issue that prevented users from removing recent contacts from new mail or messages
- Fixes an issue that caused some messages to not appear in Mail search results
- Resolves an issue that left a gray bar in the body of an Audio Message

- Fixes an issue that caused activation errors on some carriers
- Fixes an issue that prevented some apps from updating from the App Store

### **iOS 9.0.1**

This update contains bug fixes including:

- Fixes an issue where some users could not complete setup assistant after updating
- Fixes an issue where sometimes alarms and timers could fail to play
- Fixes an issue in Safari and Photos where pausing video could cause the paused frame to appear distorted
- Fixes an issue where some users with a custom APN setup via a profile would lose cellular data

### **iOS 9.0.2**

This update contains bug fixes and improvements including:

- Fixes an issue with the setting to turn on or off app cellular data usage
- Resolves an issue that prevented iMessage activation for some users
- Resolves an issue where an iCloud Backup could be interrupted after starting a manual backup
- Fixes an issue where the screen could incorrectly rotate when receiving notifications
- Improves the stability of Podcasts

### **10/24/15 Mac EFI Security Update 2015-002**

**Oct 21, 2015 – 86 MB**

System Requirements  
– OS X 10.9.5

This firmware update improves security of Mac systems by addressing an issue where EFI could potentially be overwritten without authorization.

### **OS X El Capitan 10.11.1 Update**

**Oct 21, 2015 – 1.19 GB**

System Requirements  
– OS X El Capitan 10.11

The OS X El Capitan 10.11.1 update improves the stability, compatibility, and security of your Mac, and is recommended for all users.

This update:

- Improves installer reliability when upgrading to OS X El Capitan
- Improves compatibility with Microsoft Office 2016

- Fixes an issue where outgoing server information may be missing from Mail

- Resolves an issue that prevented display of messages and mailboxes in Mail

- Resolves an issue that prevents certain Audio Unit plug-ins from functioning properly

- Improves VoiceOver reliability

- Adds over 150 new emoji characters with full Unicode 7.0 and 8.0 support

### **Security Update 2015-007 Mavericks**

**Oct 21, 2015 – 266.2 MB**

System Requirements  
– OS X Mavericks 10.9

Security Update 2015-007 is recommended for all users and improves the security of OS X.

### **Security Update 2015-004 Yosemite**

**Oct 21, 2015 – 334.7 MB**

System Requirements  
– OS X Yosemite 10.10

Security Update 2015-004 is recommended for all users and improves the security of OS X.

### **Brother Printer Drivers 3.0 for OS X**

**Oct 8, 2015 – 218.3 MB**

System Requirements  
– OS X Lion 10.7  
– OS X Mountain Lion 10.8  
– OS X Mavericks 10.9  
– OS X Yosemite 10.10  
– OS X El Capitan 10.11

This update installs the latest software for your Brother printer or scanner.

### **Apple WatchOS 2.0.1**

This update contains new emoji characters, performance improvements, and bug fixes, including:

- Fixes an issue that could cause software updates to stall
- Fixes issues that were impacting battery performance
- Resolves an issue that prevented a managed iPhone from syncing iOS Calendar events to Apple Watch
- Addresses an issue that could prevent location information from properly updating
- Fixes an issue that could cause Digital Touch to send from an email address instead of a phone number
- Addresses an issue that could cause instability when using a Live Photo as a watch face
- Resolves an issue that allows the sensors to stay on indefinitely when using Siri to measure heart rate

## Digital Camera RAW Compatibility Update 6.17

Oct 19, 2015 Oct 21, 2015 – 1.19 GB

### System Requirements

- OS X El Capitan 10.11–7.9 MB

This update adds RAW image compatibility for the following cameras to OS X El Capitan:

- DxO ONE
- Panasonic LUMIX DMC-FZ300 / DMC-FZ330
- Pentax K-3 II
- Pentax K-S2 📷



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