TECHNOLOGY IN ACTION™

Taking Your iPhone to the Max, iOS 5 Edition

FULLY LEVERAGE AND MAXIMIZE WHAT YOUR IPHONE 4S OR EARLIER IOS 5-ENABLED IPHONE HAVE TO OFFER NOW

Michael Grothaus, Erica Sadun, and Steve Sande

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Michael Grothaus
Steve Sande
Erica Sadun

Apress®

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Dedicated to the memory of Steven P. Jobs, without whom the iPhone and this ebook would never have existed.

— Steve, Erica, and Mike

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About the Authors

Michael Grothaus is an American novelist and journalist living in London. He was first introduced to Apple computers in film school and went on to use them for years to create award-winning films. However, after discovering many of Hollywood's dirty little secrets while working for 20th Century Fox, he left and spent five years with Apple as a consultant. He's since moved to London and earned his MA in Creative Writing. His first novel, *Epiphany Jones*, is a story about trafficking and America's addiction to celebrity. Currently, Michael is a staff writer at AOL's popular tech news site The Unofficial Apple Weblog (TUAW.com), where he writes about all things Mac. Additionally, Michael has written several other books for Apress, including *Taking Your iPod touch to the Max, Taking Your OS X Lion to the Max,* and *Taking Your iPhoto '11 to the Max*. When not writing, Michael spends his time traveling Europe, Northern Africa, and Asia. You can reach him at `www.michaelgrothaus.com` and `www.twitter.com/michaelgrothaus`.

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Part

Setup

Chapter 1

Selecting, Buying, and Activating Your iPhone

Now that Apple's iPhone has been out for a number of years, you may have seen horror stories in the press about how an iPhone is going to cost you thousands of dollars over its lifetime. You have to buy the iPhone, pay for activation, and fork out money for expensive monthly service voice, data, and text plans (not to mention taxes and other fees). If you decide to back out any time during the standard two-year mobile phone contract, you're going to hand over even more money in early termination fees.

Well, there's more than a grain of truth to what you read. Since you're going to be spending a couple thousand dollars over the next few years, you need to know what you're doing when you buy that iPhone. If you're weighing the choice of whether to purchase an iPhone and trying to figure out exactly how much you're going to be paying, this chapter is for you. You'll also discover the down-and-dirty secrets of iPhone activation, plan selection, and even return policies. This chapter contains all the basic facts you need to select, buy, and activate your iPhone.

Selecting Your iPhone

At any given time, there are relatively few models of iPhones available. As of the publication of this book, all of them come with iOS 5, representing a new generation of the operating system software that powers the features of the iPhone. Usually you'll see an entry-level iPhone or two with fewer features and less storage, as well as a new top-of-the-line model.

How do you choose the model that's right for you? It all comes down to two factors: cameras and storage. The iPhone 4S has a high-resolution 8-megapixel camera with a flash that can shoot 1080p high-definition (HD) video, while the original iPhone 4 has a 5-megapixel camera (also with a flash) that will shoot 720p HD video. If you don't need a front-facing camera that allows you to take self-portraits or make FaceTime video calls, you can even get an iPhone 3GS with a 3-megapixel camera. As for storage, you need

to decide whether you want to double the purchase price of your phone for a few more gigabytes of storage. I recommend getting as much storage as you can. If you load a lot of movies and videos onto your device, you can run out of space on a top-of-the-line iPhone very quickly.

The iPhone 4S tops out storage at a whopping 64 GB, while the iPhone 4 and iPhone 3GS are now available with only 8 GB of storage. iPhone 4S devices are also available in 16 GB and 32 GB models.

Here are some questions to ask yourself while selecting the model of iPhone to purchase:

How big is your music library? If your library is small, a unit with less storage might be fine. If it's large, the extra space on some iPhone models helps to store additional music and podcasts.

How many videos do you want to carry around? A single two-hour movie may occupy more than a gigabyte of storage. If you travel a lot, especially on airplanes, you may want to pay more to store additional movies and TV shows with those extra gigabytes.

Do you plan on using your iPhone as your primary camera and camcorder? If you do, then look at the more sophisticated models with higher resolution, flash, and HD video capabilities. If you already carry a digital camera or camcorder with you on a regular basis or don't frequently shoot photos or video with your existing phone, a free (in many countries) iPhone 3GS or low-cost iPhone 4 may be fine. For budding videographers who plan to take a lot of HD video or photographers who want the best possible optics and resolution, the iPhone 4S is the right choice.

Is the thought of making video calls exciting to you? For some people, just answering a regular cell phone call is a challenge. But if you love to have regular face-to-face conversations with friends and relatives, then you may want to consider the iPhone 4 or 4S with the built-in FaceTime video-calling feature and front-facing camera.

Do you need to carry lots of data? Many iPhone apps use iTunes data storage and can synchronize files with your computer. Whether that data consists of presentation slideshows, project management files, or some other information that you need at your fingertips, the size of the data being stored can add up quickly. If you think you might need to do this, maybe the extra gigabytes on a more expensive iPhone model could be put to good use.

How long do you intend to keep this iPhone? If you're an early adopter who likes to trade up at the earliest possible opportunity whenever Apple offers a new model of iPhone, you may want to "buy in cheap" each time the new models are released and sell your old iPhone on the aftermarket. If you'd rather get the most use out of the iPhone over the longest period of time, then paying more up front means you won't outgrow the iPhone quite as fast.

Considering System Requirements

With the release of the fifth-generation iPhone operating system, iOS 5, you no longer need to think about your computer system requirements. In fact, iOS 5 makes it possible to live in a post-PC world—use an iPhone for your mobile device and an iPad for work requiring a larger screen, synchronize the two through Apple's iCloud, and everything works out beautifully.

However, you'll most likely want to synchronize your iOS 5 phone with either a Mac or a PC, since most people still own personal computers and want to keep all of their devices synced with the latest information. To do so, you'll want to have iTunes installed on your Mac or Windows PC in order to have control over the various synchronization options.

For the versions of iTunes available at the time of publication, the computer system requirements are as follows:

- A Mac computer running OS X 10.5, or a Windows computer with Windows 7, Vista, or XP Home or Professional with Service Pack 2 or newer.
- iTunes Store account.
- Broadband Internet access to use the iTunes Store.
- If you own an older computer, you may want to check the latest hardware requirements for iTunes at `www.apple.com/itunes/download`.

Buying Your iPhone

Once you've decided what iPhone model to buy (Figure 1–1), you're probably ready to pull out your credit card and buy that phone as quickly as possible. So, where you should buy it? At an AT&T store or at an Apple Store? A "big box" store like Best Buy? How about a discount store like Target or Walmart? Or should you purchase it online? You might be surprised to learn that your choice does matter.

Figure 1–1. *The Apple iPhone 4S (bottom) and iPhone 4 (top) are typical of the models of iPhones available at any particular point in time.*

Although it's possible to purchase an iPhone from any number of online stores, I recommend buying your iPhone in person at a store. You can ask questions. You can make human connections. You can have your iPhone activated and ready for calling when you leave the store. If something goes wrong with your purchase, you have a person who's there to help you work through it.

The sad fact of the matter is that a significant, although small, percentage of iPhone purchases go awry. Some people end up with a screen flaw, such as dead screen pixels. It's not an uncommon problem, and if found soon after purchase, it may involve a trade-in for a new unit. Others may have problems with their antennas or with activating their service. The chances of resolving these issues may be better if you have a real person to help.

As for the question of Apple or a carrier, I lean slightly toward buying at an Apple Store. It's an Apple product you're buying, and the Apple staff members are more knowledgeable about their products. Apple employees are happy to activate and set up your iPhone for you.

Apple Stores usually replace defective iPhones regardless of their point of purchase, and if you have problems with your phone service, you can go to any of the carrier's store locations whether you purchased your phone there or not; it's the service you're dealing with, not the physical iPhone unit.

Returns and Exchange Policies

The return policy for iPhones has improved since the release of the phone. If you're not happy with your iPhone purchase, you can return the undamaged phone to an Apple Store or the Apple online store within 30 days of purchase for a full refund. You must return the phone in the original packaging, including all the accessories, manuals, and documentation, and you won't be charged a restocking fee.

If you purchased your iPhone at a cellular carrier store, things aren't as rosy. A restocking fee will generally be applied to the return, unless you purchased it without service and the phone box was never opened.

As for discount and "big box" stores, the return and exchange policy varies. Before you make your purchase, be sure that you know exactly how returns and exchanges are handled. My personal preference is to get that policy in writing; it's usually printed out on the receipts that accompany your purchase.

Any return might involve an early termination fee (ETF) being levied against you by your cellular carrier. iPhones are available on many different carriers around the world. I recommend talking with your carrier or at least visiting their web site to determine the exact return policy and applicable ETF for your situation. An ETF can be quite expensive—for AT&T Wireless, canceling your contract after 30 days can cost you $315.

Bringing Home Your iPhone

Once you buy your iPhone, it's time to take it home, unpack it, and set it up. iPhone packaging (see Figure 1–2) is a small work of art. The iPhone ships in a box containing the phone, a USB connector cable, a USB power adapter, those famous white earbuds, and a packet of documentation. Each of these items is important and will help you in your day-to-day use.

Figure 1–2. *The content of that nice iPhone box usually consists of a USB-to-dock connector cable (left), a USB power adapter (right), and a stereo headset (bottom). You can find your complimentary Apple sticker in a packet inside the box.*

Cable: The USB cable attaches your iPhone to either your computer or the USB power adapter. With past versions of the iPhone, the cable was useful for charging the battery and for activating and syncing the phone. Now it's possible to activate your phone without syncing to a computer, but you'll still need to use the cable for charging.

USB power adapter: The power adapter included with your iPhone plugs directly into the wall and allows you to charge your iPhone. It offers a single USB port. To use it, just connect your iPhone to the adapter using the USB cable. The adapter supplies the 5 volts required for powering USB devices. Third-party power adapters are also available for charging multiple devices or charging in an automobile.

Stereo headset (earbuds): The earbuds included with the iPhone differ slightly from those included with iPods. This stereo headset contains a built-in microphone and switch. The microphone allows you to take calls on your iPhone without holding the phone up to your ear, and the switch allows you to end calls as well as control music playback. The switch is also used to initiate the Siri Intelligent Assistant or Voice Control of your iPhone.

NOTE: The features of older or newer models of the iPhone may vary from what you see in the following feature overview.

iPhone 4S Feature Overview

The iPhone 4S is similar to earlier iPhones in terms of external features. The top of the iPhone houses a jack into which you can plug your earbuds and a Sleep/Wake button that is used to power on and off certain features. The bottom of your iPhone has a built-in speaker and microphone and an indented slot for connecting to a dock or USB cable. The iPhone's front has a receiver (earpiece) on top, which you use to listen to phone calls, a large touchscreen, and a single Home button. On the right side of the iPhone as you look at the screen is a Subscriber Identity Module (SIM) tray where your phone's SIM card is stored. You do not see the interactive screen shown in Figure 1–3 until you have activated your iPhone.

Figure 1–3. *iPhone 4S feature overview*

Activation at the Store

If you purchase an iPhone at an Apple or cellular service provider store in the Apple Stores in the United States and many other countries, you'll find that the activation process is taken care of in the store at the time you pay for the phone.

After you've made your choice as to the model of iPhone you want to purchase and have picked out accessories (cases, cables, and other goodies) to go with it, it's time to pay for the goods. When the Apple Store associate scans the iPhone box with an iOS-based point-of-sale device, the device immediately starts asking questions that you'll need to answer. Among those questions are the following:

- Are you a current customer of a particular mobile phone company that features the iPhone? If so, what is your telephone number?
- Are you coming over from another cell phone company? If so, what company, and what is your telephone number?
- What voice, data, and text plan would you like to sign up for?
- If you are not eligible for a phone upgrade on your existing plan, are you willing to pay the extra cost to buy the unsubsidized phone? (Many carriers subsidize the cost of the phone, knowing that you'll more than pay them back in your monthly subscription fees.)

In the case of an existing iPhone owner upgrading to a newer iPhone, the point-of-sale device checks your existing phone number and immediately lets the Apple Store associate know whether you're eligible for an upgrade. There's usually a nominal fee associated with the upgrade, and you are asked whether you want to accept that fee. The associate then displays your existing voice, data, and text plans, and you are asked whether you want to stay with those plans or change to a different plan. Of course, you'll also need to swipe the credit card that you'll use to pay for the phone and the plan, and your signature is required on the point-of-sale device.

After you agree to the terms and conditions of the carrier's plan and the use of Apple's hardware and software, your new iPhone is activated. Note that if you have an existing phone, the service to it is cut off immediately.

Activating your iPhone at an Apple or a carrier store has another benefit. Most of the stores have a set of cables and special software that are used to transfer all your settings, data, addresses, photos, and more from your existing phone to the iPhone. This is especially important if you are getting your first iPhone and coming over from another phone platform.

Until the iPhone has been fully activated, you are not able to make calls except for emergency (911) calls. With iOS 5, activation can now be done completely on your iPhone without requiring synchronization to a computer. In the next section, I describe how to activate your phone through iTunes on a computer, and the "PC-free" activation follows that.

Preparing for Activation Through iTunes

You have unpacked your iPhone but haven't yet connected it to iTunes. Now is a good time to review the data on your computer. When your iPhone is activated for the first time, it synchronizes with iTunes and, depending on your computer, to your e-mail accounts, your calendars, and so forth. Before you begin, here are some items you may want to review and clean up so your iPhone begins life with the freshest possible data:

Contacts: The iPhone can sync with Microsoft Outlook 2007 or 2010 on Windows, Address Book, Outlook or Entourage on a Macintosh, and Yahoo! Address Book on the Internet. To prepare for your first sync, review your existing contacts, and make sure they're up-to-date with current phone numbers and e-mail addresses. If you use another program to manage contacts, consider migrating your contacts to one of these solutions. If you'd rather not, that's OK too. You can add contact information directly to your iPhone, although it's not as convenient as having the information automatically loaded for you.

Calendar: Your iPhone can synchronize with computer-based calendars just like it does with contacts. iPhone supports iCal, Outlook, Gmail, and Entourage calendars on the Mac and Outlook 2007 and 2010 calendars on Windows. Get your calendars into shape before your first synchronization, and you'll be ready to immediately manage your schedule both from your computer and from your iPhone.

E-mail: Your iPhone works with most e-mail providers including Yahoo! Mail, Gmail, AOL, and of course Apple's iCloud mail. If your e-mail provider uses the industry-standard POP3 and IMAP services, your service will work with iPhone. You may want to establish new accounts with these providers before you activate your iPhone. That way, they'll load onto your unit the first time you synchronize. You can always add new e-mail accounts later, but it's nice to have them all set up and available for use right away.

NOTE: iPhone owners who use Microsoft Exchange as an e-mail, contacts, and calendar server will be happy to hear that their phone can tie into a Microsoft Exchange ActiveSync server with no problems.

Media: Current iPhone models offer relatively small storage space when compared to, for example, iPod Classic's generous 160GB hard drive. To make the most of this limited space, set up playlists for your favorite songs and podcasts, and consider removing TV shows and movies from your device once you've watched them. You can store all of your media in iCloud and download it when needed, so why load all items onto your iPhone at once? Since, in all likelihood, you won't be able to synchronize your entire media library to your new iPhone because of storage constraints, invest time now in organizing your media to find those items you most want to have on hand.

Software and OS: You should update to iTunes 10.5 or newer before you attempt to activate your iPhone. And, if you're using a Macintosh, updating your computer to Mac OS X 10.7 "Lion" ensures that you'll be able to take advantage of all the latest features. It is possible to run iTunes 10.5 on a Mac running OS X 10.5.8, so that is the oldest version of the Mac operating system that is usable with the iPhone. You can download the latest version of iTunes from Apple at `www.apple.com/itunes/download`. Remember that the system requirements may change at any time, so be sure to check the web page mentioned earlier: `www.apple.com/iphone/specs.html`.

iTunes account: Apple requires a current iTunes account to activate your iPhone. If you do not already have one, you must sign up for a U.S. account with the iTunes Store. This requires a U.S. address and credit card. Here are the steps you'll need to follow in order to create that new iTunes account:

1. Launch the iTunes application, and wait for it to load.
2. Locate iTunes Store in the sidebar on the left side of the iTunes window. Click iTunes Store, and wait for the store window to load. Your Windows computer or Mac must be connected to the Internet for this to happen, since all storefront information is stored on Apple's servers.
3. Find and click the Sign In button in the top-right corner of the screen. iTunes displays the sign-in screen shown in Figure 1–4. If you currently have an iTunes account, enter your Apple ID and password, and then click the Sign In button to sign into iTunes. No iTunes account? Click the Create New Account button, and follow the remaining steps to create your iTunes account.

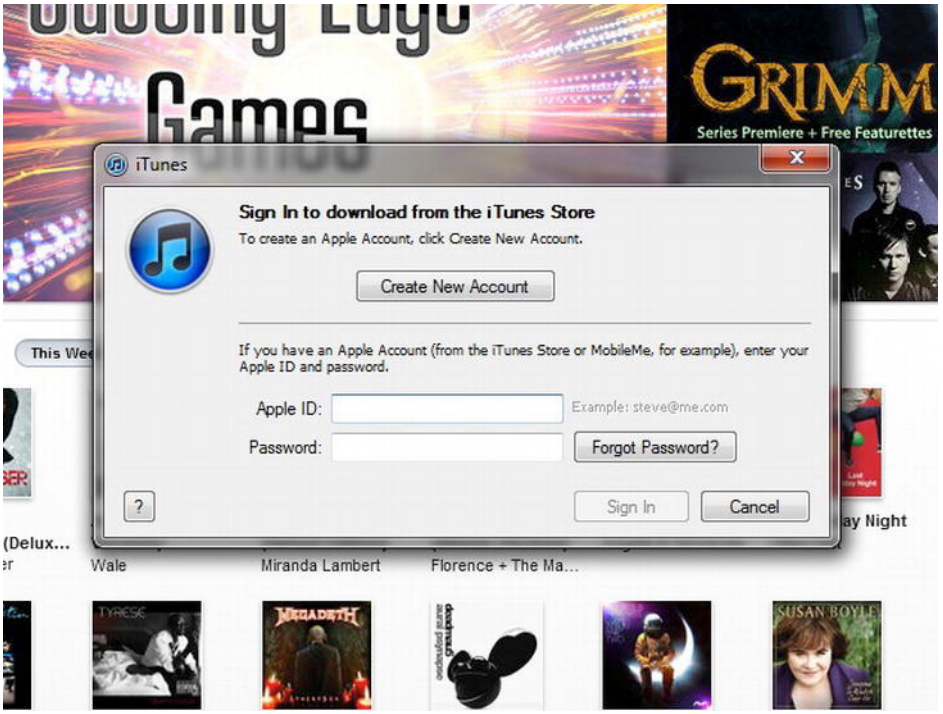

Figure 1–4. *Use the iTunes Sign In window to access iTunes with your existing account or begin the process of creating a new account.*

4. Click Create New Account. The screen clears and displays a message welcoming you to the iTunes Store. Click Continue to start the process of creating your account.

5. Review the terms of service, check the box that says "I have read and agree to the iTunes Terms and Conditions and Apple's Privacy Policy," and then click Continue. A new window appears prompting you to create your account.

6. Enter your e-mail address and a password. You must enter the password twice to verify that it was typed correctly. You also need to enter a security question—something only you would know the answer to, such as "What was the name of my third-grade teacher? or "What color was my first car?" Supply the answer to that question in the next space, and then enter your date of birth. Finally, review the questions about opting into e-mail notifications, and then click Continue.

7. A payment information screen now appears. You'll need to enter a valid form of payment, either a credit card or a PayPal account. For a credit card, you must enter the card number, CVV number, and billing information. Those must match in order to complete account creation. If you choose to use PayPal, your web browser launches, and you're asked to log into the PayPal account to verify that you're a valid member. Finally, you can also choose to use an iTunes gift card or certificate as a form of payment by entering the redemption code on the card. Once the payment information has been entered, click the Continue button.

After following these steps, iTunes displays a screen congratulating you on creating the new account, and you'll also receive a confirmation e-mail at the address you specified during sign-up. The e-mail welcomes you to the iTunes Store and thoughtfully provides the customer service web address. In case you ever need it, that address is `www.apple.com/support/itunes/`.

Connecting Your iPhone to Your Computer

Once you have an active iTunes account, it's time to unpack your iPhone and connect it to your computer. Follow along with these steps of connecting to your computer in preparation for service activation:

1. Remove the iPhone from its box, take off the plastic factory wrapping, and remove the USB-to-dock connector cable.

2. Locate the two ends of the USB-to-dock connector cable. One is thin and marked with a standard three-pronged USB symbol, while the other is wide and marked with a rectangle with a line inside of it.

3. Connect the thin end of the cable to a spare USB 2.0 port on your computer.

4. Orient your phone with the screen facing you and the Home button pointing toward you (see Figure 1–5).

Figure 1–5. *Plug the USB-to-dock connector cable into the iPhone with the rectangle mark facing you.*

5. Locate the universal dock connector on the bottom of your iPhone. It's that rectangular hole about an inch wide that is located under the Home button. Gently yet firmly push the cable into the dock connector without twisting or forcing the connection. iTunes launches, and your iPhone should automatically power on.

If your iPhone doesn't automatically power on and display either a white Apple logo or a Connect to iTunes message, press and hold the Sleep/Wake button on the top of the iPhone—it's the button on the top right of the iPhone. After a few seconds, the iPhone should wake up and display the white Apple logo as it powers on. If the iPhone doesn't respond with some sort of message on the display, contact the store where you purchased the phone.

Activating Your iPhone (Nonstore Version)

Until you activate your iPhone, you won't be able to use it for anything except calls to emergency services. All you'll see initially is a prompt directing you to connect to iTunes. Activating the iPhone involves nothing more than selecting a service plan and registering your phone with your cellular carrier. In theory, this process is simple, and it works properly for the vast majority of new iPhone owners. However, if you're porting a number from another carrier or selecting a less popular plan, it can take a while to get your iPhone "on the air."