

Taking Your iPhone to the Max



Erica Sadun

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This book is dedicated to my husband and children, with love.

Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes . . . the ones who see things differently—they're not fond of rules . . . You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things . . . they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world are the ones who do.

Apple's "Think Different" advertisement

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About the Author

■ **ERICA SADUN** has written, coauthored, and contributed to about three dozen books about technology, particularly in the areas of programming, digital video, and digital photography. An unrepentant geek, Sadun has never met a gadget she didn't need. Her checkered past includes run-ins with NeXT, Newton, iPhone, and a myriad of both successful and unsuccessful technologies. When not writing, she and her geek husband parent three adorable geeks-in-training, who regard their parents with restrained bemusement.

About the Technical Reviewer



■ **GREG “HAP” PEARMAN** is a software developer, author, and agile programming expert with more than 20 years of experience in the software development industry. A Mac enthusiast since he bought his first Mac II in 1988, Hap has dived headfirst into all things Apple. He is a registered Mac developer with a passion for creating applications that make using computers fun. When he isn't at his MacBook Pro, you can find Hap biking in the Colorado mountains, photographing everything in sight, and seeing how many photos he can squeeze into an Aperture library.

Hap is currently the CEO/CIO of Spotted Dog Software LLC in Denver, Colorado. He has worked with companies large and small, including IBM, ABC/Disney, Hertz, BT, EPA, and VeriSign.

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No book is ever the work of one person, despite the single name on the cover. The reason this book exists and is in your hands right now is due to teamwork—all the editors, agents, and other people who contributed to its creation.

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Introduction

T*aking Your iPhone to the Max* introduces you to the iPhone, Apple's handheld marvel of a device. Starting with a guide to setting up your iPhone and activating service, *Taking Your iPhone to the Max* documents each of the iPhone's built-in applications. You'll discover how to connect to the Internet, send and receive e-mail, listen to your music, watch videos, and, of course, place phone calls. Filled with examples, how-to instructions, and complete feature coverage, this is the manual that should have shipped with your iPhone. It puts all the information you want to know into an easy-to-read reference.

Who This Book Is For

This book is written for anyone with an iPhone. It doesn't matter if you're new to Apple products or an old hand. This book's thorough coverage and clear step-by-step discussions allow all iPhone owners to learn about their devices and come away with both the skills and knowledge they need.

How This Book Is Structured

The first chapters of this book show you how to activate your iPhone and build your basic interaction skills. The heart of the book introduces the major applications that define the iPhone's core functionality: telephone, text messaging, e-mail, web browsing, and iPod. The last chapters cover the remaining features—smaller applications that enhance your iPhone experience.

How you read this book is up to you. You can read through from cover to cover and learn everything about the iPhone, or you can skip around to jump to just the section you need.

Here's a rundown of what you'll find in this book's ten chapters:

Selecting, Buying, and Activating Your iPhone: Chapter 1 introduces the details of iPhone activation and plan selection.

Interacting with Your New iPhone: Learn the language of touch. Your iPhone responds to taps, drags, pinches, and flicks. Chapter 2 discusses different ways you can interact with your iPhone.

Placing Calls with iPhone: Chapter 3 shows you how to make the most of your iPhone as a cell phone, from maximizing your signal strength to placing conference calls.

iPhone Messaging: Learn how to text with your iPhone in Chapter 4. You'll discover how to send Short Message Service (SMS) text messages, manage your conversations, and access web-based instant messaging clients.

iPhone E-mail: Don't settle for cramped, odd-looking e-mail. Step up to the iPhone's full, industry-standard e-mail support. You can send and receive photos, spreadsheets, PDF documents, and Word files. Chapter 5 teaches you how to set up and manage your mail.

Browsing with Safari: View web sites the way their designers intended using the iPhone's full-power browser support. Chapter 6 introduces browsing, bookmark management, orientation support, and more.

Preparing Your Media in iTunes: In Chapter 7, you'll discover how to bring all your content together in iTunes and transfer that information to your iPhone. You'll see how to choose which items you want to synchronize and how to keep your iPhone content fresh and up-to-date.

It's Also an iPod: Learn how to use your iPhone as the iPod that's built into it. The iPhone is a better iPod than any other unit that Apple has ever shipped. It ushers in an entirely new generation of music and video interaction, and it does so in a way that's sleek, elegant, and workable. Chapter 8 teaches you all about the iPod technology.

iPhone Photos: iPhones ship with a built-in camera and all the software you need to manage, view, and share your photos. Chapter 9 teaches you how to use your iPhone's camera and the built-in photo software to snap, view, and enjoy your pictures. You'll see how to e-mail photos, assign them to contacts, and even use them for wallpaper.

Google Maps and Other Apps: Chapter 10 introduces those small but extremely useful utilities that occupy the rest of your iPhone's Home screen. This chapter provides a rundown of those applications, what they are, and how to use them. You'll also find tips on how to get the most from these utilities.

If you're interested in iPhone hacks, you'll find an appendix at the end of the book that reviews major iPhone end-user modifications. Because this is such a fast-paced and quickly changing topic, the appendix offers a high-level overview that should remain relevant by the time this book reaches your hands. You can learn more about up-to-the-minute iPhone hacking and download many of the applications discussed in this book at my web site, <http://ericasadun.com>.

Prerequisites

In order to make the most of this book, you need the following:

- An Apple iPhone
- A computer with a USB 2.0 port
- An Internet connection
- Windows XP (with Service Pack 2, or later), Windows Vista (Home Premium, Business, Enterprise or Ultimate), or Mac OS X 10.4.10 or later
- iTunes 7.3 or later
- An iTunes account

Contacting the Author

If you have any comments or questions about this book, please drop me an e-mail message at erica@mindspring.com or stop by <http://ericasadun.com>. My web site hosts many of the applications discussed in this book and offers an up-to-the-minute overview of the iPhone hacking scene. Please feel free to visit, download software, read documentation, and leave your comments.



Selecting, Buying, and Activating Your iPhone

If you believe everything you read, your iPhone is going to cost you thousands of dollars over a two-year period. You have to pay for the iPhone, for activation, for expensive monthly service plans (not to mention taxes and other fees), and if you decide to back out any time during that two years, you're going to cough over more money in early cancellation penalties. Right? Well, maybe not. There's a lot more going on in your ability to select and activate your iPhone than those glossy in-store pamphlets let on. In this chapter, you'll discover the down and dirty secrets of iPhone activation, plan selection, and even return policies. If you're weighing the choice of whether or not to purchase an iPhone and trying to figure out exactly how much you're going to be paying, this chapter is for you. Here are all the basic facts you need to select, buy, and activate your iPhone.

Picking Your Phone

In the world of the iPhone, the choices aren't wide. There are, at any time, only a couple of models. For example, at launch, there was a 4-GB model and an 8-GB model. And that was pretty much it for a month or two until Steve Jobs killed the 4-GB model, slashed the price on the 8-GB one, and refurbished ones appeared at the Apple Store. So how do you choose the model that is right for you? It all comes down to memory. Do you want to pay more for a few more gigabytes of onboard memory? It's not as if those extra gigabytes offer an inexhaustible resource. With enough videos and movies, you can easily run out of storage on an 160-GB iPod Classic, let alone a teeny flash-memory-based iPhone. So here are some questions you need to ask yourself:

How big is your music library? If your library is small, no problem. 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 to carry lots of pictures? Although iPhone pictures are pretty small (a typical photo is 300 or 400 KB in size), if you carry a few thousand of them around, they do add up to some serious storage. Do you laugh at carrying that many pictures around on your phone? Apple's built-in iPhoto support makes it simple to put years of photo archives onto your iPhone with a single synchronization option. And taking and sending pictures from the phone couldn't be easier.

Do you need to carry lots of data? You might not think of your iPhone as a data storage device, but there are ways to use it (mostly involving e-mailing documents to yourself or by using a third-party application) to bring data along with you on the road. If you think you might need to do this, maybe those extra gigabytes could be put to good use.

How long do you plan to use this iPhone? If you're an early adopter who plans to trade up at the earliest possible opportunity whenever Apple offers a new unit, you may want to save your pennies now in the hope that a better unit with more memory quickly debuts. If, instead, you want to get the most use out of the iPhone for the longest period of time, paying more up front means you won't outgrow the memory quite as fast.

Considering System Requirements

iPhones aren't like most other cell phones. At heart, they're really iPods. And, like iPods, in order to effectively use one, you will need a computer with a USB 2.0 port and an Internet connection running iTunes 7.3 or later. iPhones need to connect to your computer on a regular basis to synchronize music, photos, e-mail contacts, calendars, and so forth.

You won't be able to sign up for AT&T phone service until you successfully connect your iPhone to iTunes. That means you need either a Macintosh running OS X 10.4.10 or later or a Windows computer running Windows XP (with Service Pack 2 or later) or Windows Vista (Home Premium, Business, Enterprise, or Ultimate). And it means you need an iTunes Store account.

Before you decide to purchase an iPhone, ask yourself whether you have a computer on-hand that has all these features available. If not, you might not be able to activate and use your iPhone.

Note If you haven't yet put iTunes on your computer, grab your free copy from www.apple.com/itunes. Versions are available for both OS X and Windows systems and are quick and easy to install.

Buying Your iPhone

After deciding among the available iPhone models, you're probably ready to pull out your credit card and go buy that iPhone (see Figure 1-1). So where should you go? To an AT&T store? To an Apple Store? Or should you buy online? You might be surprised to learn that there are better and worse choices.

I recommend buying your iPhone in person at a store. You can ask questions. You can make human connections. If something goes wrong with your purchase, you have a person who's there to help you work through it. This is not to say that calling Apple's support line is insufficient, it's just that being face to face with a real person makes solutions happen more readily.

The sad fact of the matter is that a significant, although small, percentage of iPhone purchases do not go smoothly. 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 out for a new unit. Others may have problems with their antennas or with activating their service. The chances of resolving these issues increase significantly when you have a real person to talk to.

As for the question of Apple or AT&T, I lean slightly toward buying at an Apple Store. It's an Apple product you're buying, and the Apple staff members are simply more knowledgeable about that product. Buying the physical unit at an Apple Store and holding an Apple receipt in your hand means that you're more likely to find help at the Apple Store itself than you might if you held an AT&T receipt.

The return policy does not apply to iPhones with defects. Apple Stores will happily replace defective iPhones regardless of their point of purchase, and if you have problems with your phone service, you can go to any AT&T store whether you purchased your phone there or not—it's the service you're dealing with, not the physical iPhone unit.

Note A few months after introducing the iPhone, Apple dropped the 4-GB model and slashed the price of the 8-GB unit from \$599 to \$399. It offered all early adopters a \$100 store-credit rebate, regardless of whether they purchased their iPhones at an Apple Store or through AT&T.



Figure 1-1. Having an Apple receipt means you may get better service with returns and exchanges at an Apple Store. AT&T personnel will help you resolve any issues with your service, wherever you bought your phone.

Returns and Exchange Policies

Depending on your state of residence, you might be used to trying out phones and getting 30 days to cancel and return the unit. In California, you even get back the activation fee. The iPhone return policy is not so friendly.

With the iPhone, you have 14 days (not 30) to return your unit. If you bought it from AT&T, it must be returned to the original point of purchase: you can't buy at one store and return it to another. If the iPhone shrink-wrap has been opened, you'll be charged a 10 percent open-box restocking fee. Returns must include the phone, all accessories, and all manuals that shipped with the product. If your iPhone is defective, most stores will swap it for a new one within those same first 14 days with no penalty.

Assuming you sign up for a standard two-year postpaid AT&T contract (meaning you are billed at the end of each month of use), you're entitled to a refund of the AT&T activation fee if you cancel within three days of iPhone activation. Cancel within 30 days, and you can still terminate service without paying a penalty, but you will be charged for activation. After 30 days, you must pay an early termination fee of \$175. Your service switches to a month-to-month automatic renewal after fulfilling your two-year agreement.

If you opt for a nonstandard, no-contract, month-by-month plan, you pay only for the months you use, and there are no early termination fees. Your credit card is charged in advance for each month of use, and you must contact AT&T before the monthly charge date when you wish to cancel. Otherwise, you will have paid for an extra month of service that you will not use. Learn more about the available plans and their trade-offs later in this chapter.

Bringing Your iPhone Home

Once you buy your iPhone, it's time to take it home, unpack, and get it set up. iPhone packaging (see Figure 1-2) is a small work of art. The iPhone ships in a box that contains the phone itself, a soft cloth for cleaning its screen, a dock, a USB connector cable, an A/C power adapter, those famous white ear buds, and a packet of documentation. Each of these items is important and will help you in your day-to-day use.

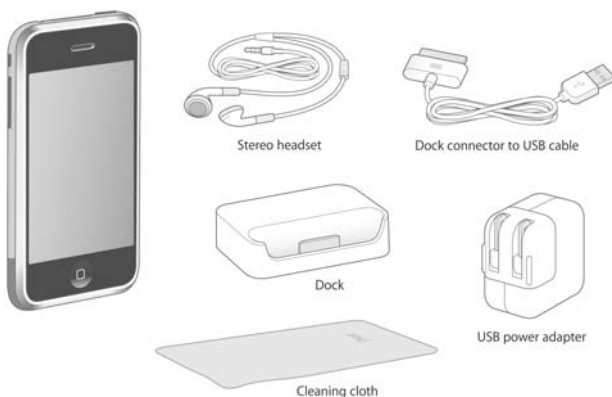


Figure 1-2. The iPhone package combines compactness with beauty. It contains your new iPhone as well as documentation, ear buds, a charging/docking cradle, and more. (Image courtesy of Apple, Inc.)