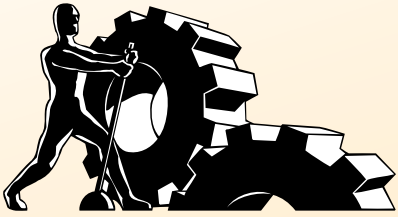


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Take Control of

v1.1

iPad

Basics **Tonya Engst**

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Read Me First

Welcome to *Take Control of iPad Basics*, version 1.1, published in June 2010 by TidBITS Publishing Inc. This book was written by Tonya Engst and edited by Adam Engst.

This ebook guides you through the basics of using an iPad, helping you gain confidence and master important fundamental features. This ebook also serves as a general introduction for other iPad-related ebooks in the Take Control series.

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UPDATES AND MORE

You can [access extras related to this ebook](#) on the Web. Once you’re on the ebook’s Take Control Extras page, you can:

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BASICS

In reading this book, you may get stuck if you don't understand a few important conventions:

- **iPad navigation:** To describe moving around in the iPad's interface, I sometimes use a shortcut. For example, if I wanted to tell you to open the Settings app, tap the Photos option at the left, and then—in the Photos pane—tap Play Each Slide For, I might instead tell you to “tap Settings > Photos > Play Each Slide For.”

If you don't know what tapping is, or if you need basic navigation help, be sure to read [Learn the Interface](#), later in this book.

- **Desktop vs. mobile:** In the context of the iPad, a *desktop computer* is either a laptop (most of which sit on desks) or a conventional computer running an operating system such as Mac OS X or Windows. A *mobile device* is a handheld computer-like device, such as an iPad, Kindle, or BlackBerry.

A mobile device uses a *mobile operating system*, such as iPhone OS 3 or iOS 4. *Mobile software* is designed for mobile devices. For example, the version of Safari that runs on the iPad is the mobile version of Apple's *desktop* Safari Web browser, and it is more technically called *Mobile Safari*. I try to avoid these terms in this book because they can be confusing for beginning readers, but you will find them in other writing and even in other Take Control ebooks.

- **Menus:** To describe choosing a command from a menu in the menu bar on a desktop computer, I use an abbreviated description. For example, if I wanted to tell you to create a new playlist in iTunes, I could write “go to the File menu and choose New Playlist.” Instead, I get to the point more quickly, by writing “choose File > New Playlist.”

WHAT'S NEW IN VERSION 1.1

Apple technology has a tendency to change rapidly, so the Take Control series is designed around the goal of being able to update ebooks quickly so that they remain current. In the week since we published version 1.0 of this ebook, AT&T announced new data plans

for 3G iPad owners and Apple revealed plans for the next version of iBooks, plus shared some new information about the next version of the iPad's operating system previously known as iPhone OS 4.

Here's quick list of changes in this ebook between version 1.0 and version 1.1:

- I've made a few small edits due the name change from iPhone OS 4 to iOS 4.
- AT&T has discontinued its U.S.-based unlimited data plan for the 3G iPad and replaced it with a new 2 GB per month plan. I updated [Wi-Fi-Only or 3G?](#) (p. 10) to describe the new plan options.
- A new, short topic about how to [Unlock the Lock Screen](#) (p. 29) integrates this screen more fully into the flow of the ebook and provides pointers to related information already in the ebook, such as creating a passcode lock and setting up Picture Frame mode.
- A new sidebar, [Wrong Country?](#) (p. 51), touches on what to do if the App Store (or iBookstore) that goes with your home country doesn't carry a product that you want.
- In June 2010, a new version of iBooks will support the PDF format, so you'll be able to load PDFs into it through iTunes, much as you can with EPUBs now. It will also sync your purchased ebooks, as well as the notes, bookmarks, and place in each ebook wirelessly among multiple Apple devices, so you can read the same ebook on an iPhone and an iPad, for instance, and pick up where you left off, regardless of which device you're using. A new sidebar, [iBooks Wireless Sync](#) (p. 77), touches on the new syncing options.
- A new tip, [The PadSync Alternative](#) (p. 76), notes a third-party utility that lets you sync documents between a Macintosh and the iPad via USB without actively using the iTunes interface. It also provides a handy way to move files between iPad apps. Sorry, it doesn't work in Windows.
- A new tip, [No Calendar Sync?](#) (p. 89), makes two easy suggestions for what to do if you can't make calendar syncing work.

Introduction

This ebook is for you if you're on the cusp of buying an iPad, if you've just bought an iPad and aren't sure what to do with it, or if you've had an iPad for a while, but feel that you're missing out on certain basic functions.

My mission is to provide helpful guidance regarding the most essential things to know about the iPad. When you finish reading, you will be more confident in your use of the iPad and you'll be ready for the more advanced content in other Take Control ebooks about the iPad, which assume you know this basic information. By collecting the basics here in one ebook, my goal is to make learning about the iPad easy and avoid repeating information in those other ebooks.

I'm excited about the iPad. The new touchscreen is big fun, and the operating system behind the iPad is fairly new, so Apple has been able to rethink many last-century decisions about how a computer should work.

All this new technology, however, can cause to bumps in the road for people who want to use the iPad comfortably without spending hours researching arcane details. For example, although this may seem reasonable for those who have been using iPods for years, a rational newcomer might find it odd to use iTunes—software that was originally designed for listening to *music*—to move *photos* from a computer to an iPad (but not vice-versa).

In this ebook I hope to share my enthusiasm for the iPad, and to help you navigate any basic rough spots that interfere with your enjoyment of your iPad.

Let's begin!

iPad Basics Quick Start

This ebook first looks at how to buy an iPad and related accessories. After that, I've organized it so if you read from start to finish with a new iPad in hand, by the end of the ebook, your iPad will be set up, you'll be comfortable with its basic features, and you'll be ready to give a whiz-bang demo of it to anyone who asks. However, you should feel free to jump in and start reading anywhere—just click a link below to get started.

If you'd prefer to start with a visual introduction to the buttons and ports on your iPad, see [Find Buttons and Ports](#) (p. 18).

Decide what to buy:

- Whether you've not yet bought an iPad or you're thinking of buying one for someone else, see [Which iPad Is Right for You?](#) (p. 10).
- Learn about [AppleCare](#) (p. 15) and [Accessories](#) (p. 16) for your iPad.

Come to grips with a few essentials:

- If you're not sure what all those buttons and ports around the edge of your iPad are for, read [Find Buttons and Ports](#) (p. 18).
- Visit the mother ship! [Connect Your iPad to a Computer](#) in order to set it up, make backups, and move data to it (p. 20).
- Read important advice on how to [Handle the Battery](#) (p. 26) properly, plus learn how to [Turn Your iPad Off and On](#) (p. 27).
- Make sure your iPad has the latest version of its operating system and core apps in [Update Your iPad's Software](#) (p. 24).
- Understand the basic finger gestures necessary to interact with the iPad's onscreen interface by reading [Learn the Interface](#) (p. 29).
- If you're using a Bluetooth device, such as a wireless keyboard or headset, learn how to connect it to your iPad in [Connect with Bluetooth](#) (p. 40).

Get online:

- Depending on your iPad model, you can [Get Online](#) (p. 44) with a Wi-Fi connection or a cellular connection.

Manage your apps:

- Learn how to [Find Great Apps](#) (p. 49) and [Shop for Apps](#) (p. 52).
- Find out how to [Start Using a New App](#) (p. 58), and learn how to [Update Apps](#) (p. 59), [Share Apps](#) (p. 62), and [Delete an App](#) (p. 64).

Keep track of your stuff:

- Learn where the iPad puts your stuff in [Find Your Stuff](#) (p. 91), and [Devise a Strategy](#) (p. 70) for how you'll transfer files and data between your iPad and other devices.
- What would happen if your iPad were damaged, lost, or stolen? Make sure you [Know Backup Basics](#) (p. 94) and how to [Secure Your iPad](#) (p. 97).

Show off your iPad:

- Having a new iPad is a lot like having a new puppy. It's cute, and you're likely to want to show it off to friends and relatives. Read [Demo Your iPad](#) (p. 98) for advice on giving a good demo.

Increase Your iPad IQ

Want to boost your iPad know-how beyond the topics covered in this ebook? Buy the discounted [Improve Your iPad IQ bundle](#), which includes:

- *[Take Control of Media on Your iPad](#)*
- *[Take Control of Working with Your iPad](#)*
- *[Take Control of iPad Networking & Security](#)*
- *[Take Control of Mail on the iPad, iPhone, and iPod touch](#)*

Tip: Apple's iPad manual does a nice job with describing basic iPad operations, though most of the material in it is also covered here (http://manuals.info.apple.com/en_US/iPad_User_Guide.pdf).

Decide What to Buy

Whether you're buying an iPad for yourself or a family member, or recommending one to a friend, this section helps you make an informed decision. It also notes other items you might want to purchase for your iPad, such as [AppleCare](#) and [Accessories](#).

WHICH iPad IS RIGHT FOR YOU?

Whether you're at an Apple Store, Best Buy, or some other retailer, or you're shopping online at the Apple Web site (http://store.apple.com/us/browse/home/shop_ipad/family/ipad), you have decisions to make regarding when to buy, whether to buy the 3G model, and how much [Storage Capacity](#) you'll want.

Timing

If you have this ebook, you're probably already enjoying the thrill of early iPad ownership. But, if you don't yet have an iPad or are thinking about buying another one, keep in mind that future iPad models will likely have fewer quirks and bugs, plus more features. For example, Apple has a history of adding more disk space to later models while keeping the price similar. Also, the current iPad being sold in the United States does not support as many foreign language localizations and keyboards as the iPhone does.

You may be able to justify buying a first-generation iPad more easily if you can hand it down to a family member once later models are available. An aged iPad will likely make a great digital picture frame even years hence.

Wi-Fi-Only or 3G?

Two models of the iPad are available. Their full names are "iPad with Wi-Fi" and "iPad with Wi-Fi + 3G." For ease of reading, I call them the "Wi-Fi iPad" and the "3G iPad." The more expensive 3G iPad adds a 3G mobile broadband radio and a GPS receiver. The 3G radio enables a 3G iPad to access the Internet not only through a Wi-Fi connection, but also anywhere there's a cell data network to which you're subscribed, while the GPS receiver helps it pinpoint its location more accurately.

More accurate location-finding is handy for using Maps and GPS navigation apps, and for using the MobileMe-based Find My iPhone service (which, despite the word “iPhone”, works with iPads).

Tip: Just like a mobile phone, the 3G iPad has a removable SIM card that stores your cellular subscriber information. The iPad’s tiny SIM card is a micro-SIM (3FF) card, so you can’t swap it out for the larger-sized SIM cards used by most current devices and network carriers (The new iPhone 4 also uses a micro-SIM card.)

There are some cons to the 3G iPad:

- **Higher cost:** You’ll pay \$130 more for the iPad itself, and using the 3G connection requires a paid data plan. In the United States, AT&T offers two iPad data plans: one costs \$14.99 a month for up to 250 MB of data (upstream and downstream combined), and the other costs \$25 per month for 2 GB of data. You can monitor your usage and switch plans easily whenever you want—there’s no long-term contract. If you exceed the amount of data you’ve signed up for within a 30-day billing cycle, you can buy a new 30-day plan—and restart the clock—for either 250 MB or 2 GB for the same price.

If you are signed up for AT&T’s now-discontinued unlimited \$29.99 per month plan: You can remain on this plan, but if you don’t keep it current, you can’t sign up for it again.

Rates for data plans in other countries vary.

- **Bandwidth may disappoint:** A con of using the Internet via the cellular data network right now is slow data transfer, noticeably slower than a good Wi-Fi connection. 3G connectivity is okay—but not fabulous—for average Web browsing, but don’t depend on it for watching streaming video or downloading big files. AT&T’s Web site claims EDGE is fast enough for video and music, but my experience in rural upstate New York with an iPhone would disagree. When relying on EDGE reception, I’ve found that access times for apps that go beyond basic text are almost untenable. On the other hand, slow is better than nothing when you want to check the weather quickly.

The 3G iPad does have a number of benefits:

- **Always-on connection:** Unlike a Wi-Fi connection, a 3G connection is likely to be available when you are out and about—in locations like trains, parks, museums, and doctors' offices. And, in some cases where a Wi-Fi connection is available, it may cost you \$10 or so per day to access it, for instance at an airport or hotel.

***For example:** Give a kid a 3G iPad in the backseat during a car trip and the 3G connection may stay up for hours. A Wi-Fi connection won't last long enough to make it worth figuring out how to connect. (Unless the car has a mobile Wi-Fi hotspot, such as the Dodge 2010 Grand Caravan; see http://www.dodge.com/en/2010/grand_caravan/innovations/uconnect/.)*

- **Convenience:** Connecting to cellular networks happens automatically with no effort from you. You don't have to tap anything or enter a password. In contrast, connecting via Wi-Fi typically requires you to tap your iPad's screen a few times and enter a password, though you can set up the iPad to connect automatically to a particular Wi-Fi network, a handy feature for quick connections at home or work, or anywhere you visit often.
- **Even more Wi-Fi:** Your 3G data plan may include free Wi-Fi access. For example, in the United States, AT&T's iPad's 3G service plan includes free access to AT&T's 20,000-plus Wi-Fi hotspots—over half of which are at McDonald's, allowing you to connect more quickly via Wi-Fi at these hotspots. You can find AT&T hotspot locations at <http://www.att.com/gen/general?pid=13540>.
- **Mapping:** If you'll be using the iPad as an on-the-go navigation assistant for determining where you are and how to get where you are going, whether with the built-in Maps app or a third-party GPS navigation app, the 3G model will be vastly superior, especially with an active data plan. The Wi-Fi iPad can use Wi-Fi positioning (just like the iPod touch and original iPhone) to grab coordinates, but that requires an active Wi-Fi connection to send and receive data. The 3G iPad can determine its location using not only information from Wi-Fi positioning, but also from its GPS chip and cell towers. Also, the Find My iPhone service in MobileMe (which works with iPads) provides far more exact coordinates for the 3G iPad.

- **Future planning:** Even if you never need cellular connectivity, a future user of your iPad might need it. A “future user” could be a relative or friend who you give the iPad to, or it could be someone you sell the iPad to.

Speaking for myself, I would have purchased a 3G iPad except that it came out several weeks after the Wi-Fi iPad, and I needed my iPad right away to write this ebook!

Storage Capacity

The iPad stores software and files using internal, non-upgradable flash memory. You can choose 16, 32, or 64 GB of storage, and you’ll pay another \$100 for each doubling of capacity. Whether it’s worth more money for more storage space depends on how you’ll use the iPad, now and in the future.

Read **Table 1** to get an idea of how much space you’re likely to want for media, and spend a few minutes with a calculator to determine how much space you might want for your files.

If you think you’ll want to put more media on your iPad, multiply using the figure in the “Space Needed” column to predict how much room you’ll want, keeping in mind that my estimates in this column are based on likely typical use, but they may not exactly match your media. **Table 1** also includes the space needed by a few popular iPad apps.

Table 1: How Many Gigabytes Do You Need?

To Store This	Space Needed	Notes
Overhead and system files	2.2 GB	iPhone OS 3.2. These files must be on your iPad. You don't get a choice.
100 songs	575 MB	128 Kbps AAC format.
100 photos	104 MB	380 MB on the Mac, automatically resized/compressed during sync to the iPad.
1 hour of standard definition video from the iTunes Store	750 MB	iTunes video wasn't compressed further during sync. Other formats may give different results.
10 Take Control ebooks	30 MB	PDF format.
iBooks app	18 MB	Apple's ebook-reading app. Ebooks won't take much additional space unless they include a lot of graphics.
iWork apps	100 MB	Keynote , Pages , and Numbers .
Instapaper Pro app	3.9 MB	Displays on the iPad the text of Web pages saved for later reading from any computer Web browser.
Netflix app	3.2 MB	Streams video from Netflix.
Real Racing HD app	157 MB	A racing game controlled by tilting the iPad.
Magic Piano app	9.4 MB	A multiplayer music app.
GoodReader for iPad app	9 MB	Recommended for reading Take Control ebook PDFs.

Most apps are under 10 MB in size and many are under 1 MB. However, games can be large and navigation apps can be enormous. [Navigon MobileNavigator North America](#) (not available as an iPad app when this ebook was produced), for instance, is 1.46 GB in size. To check an app's size, view its catalog page in the App Store, which you can access even if you don't yet have an iPad through iTunes on your computer.

Note: You can figure that a gigabyte contains approximately 1,000 megabytes.

APPLECARE

You can purchase a \$99 AppleCare extended warranty for your iPad. It extends the hardware warranty from 1 year to 2 years, and it extends the free phone support period from 90 days to 2 years. You can read the details of what's covered and how Apple will remedy a covered problem in the PDF available here: <http://www.apple.com/legal/applecare/appforipad.html>.

Reasons to pay \$99 for AppleCare include:

- You think you'll be a frequent caller to the phone support folks (but ideally this ebook will reduce your need to call!).
- You're worried about the battery. I don't think you need to worry much about the battery, but the AppleCare warranty offers a replacement for any iPad that, within 2 years, can't charge to more than 50 percent of its original capacity. The regular warranty covers just 1 year.
- You tend to be hard on electronic equipment, you know you'll be moving your iPad around a lot, or you expect it to be in especially hot or cold temperatures.

Too cold? The iPad's technical specs say you should use it only down to 32° F (0° C), though it's okay to store it down to -4° F (-20° C). See <http://www.apple.com/ipad/specs/>.

- You feel more comfortable with a warranty, especially on a first-generation device that may be more likely to suffer odd problems.
- You may be able to sell an AppleCare-protected iPad for more money.

I chose not to buy AppleCare, because \$99 felt like too high a proportion of the total cost of the device.

ACCESSORIES

The iPad comes with two important accessories at no extra charge: a USB Power Adapter that you use to charge it directly from a wall outlet and a Dock Connector to USB cable that connects the iPad to the USB Power Adapter or to a computer. Once it's attached to a computer, you can back it up, transfer files to and from it, and charge it.

Tip: You may want to purchase a second power adapter for travel or to leave at an office. (Apple's iPad 10W USB Power Adapter accessory includes the adapter, a 6-foot power cord, and the Dock Connector to USB cable.)

Beyond those two freebies, there are plenty of optional accessories for making your iPad more useful and fun. For example, you can:

- **Transfer photos to your iPad:** Apple sells a \$29 iPad Camera Connection Kit that can help you offload photos from your digital camera to your iPad while you're on a trip away from your computer. It includes two dock adapters, one with a USB jack and the other with an SD card slot. (The USB jack adapter works only with digital cameras and the iPhone.) Through either adapter, you can download photos directly into the iPad for later syncing via iTunes to a computer.

Remember, it's optional: *The iPad Camera Connection Kit is entirely optional—you can also transfer photos from a digital camera to a computer and then from the computer to your iPad.*

You can read a detailed review of the Camera Connection Kit, see its photo, and learn how it can connect the iPad to other USB devices at <http://db.tidbits.com/article/11219>. Also, for more about USB input via a mic, read Andy Ihnatko's article at <http://ihnatko.com/2010/04/27/usb-microphones-work-with-the-ipad-new-post/>.

- **Output audio to speakers or use headphones:** The jack on the iPad takes a 3.5-mm stereo cable, so you can plug in normal headphones and speakers. For headphones, however, you might prefer wireless Bluetooth headphones. For help finding good headphones, check this *Macworld* article by Dan Frakes: <http://www.macworld.com/article/144708/>.

- **Output video from your iPad to a projector, computer monitor, or TV:** Apple sells video output cables for VGA, composite, and component. VGA is useful to plug into video projectors, while composite (all signals on one cable) or component (three cables separating out video components) are best for plugging an iPad into TVs. No adapters are available for DVI or HDMI as far as I know.
- **Dock your iPad:** Apple sells two docks. Both prop the iPad up at a good viewing angle. Both also offer two connectors: a USB port (for connecting to a computer or power adapter) and an audio jack. The idea is that you connect cables to the dock for use on a table or desk, after which you can easily pop the iPad out of the dock and take it away with no cables trailing. The \$69 iPad Keyboard Dock comes with a unique iPad keyboard, which includes special keys for Home, Search, Picture Frame, Switch Input Language, iTunes Transport, and Screen Lock. The \$29 iPod Dock doesn't include a keyboard. I expect third-party docks will become available in 2010.

Picture Frame mode: *The iPad is easy to switch into Picture Frame mode (lock it and tap a button), wherein it shows specified photos in a slideshow. This is great fun, but you'll want to put the iPad in an upright position, just as you would a framed photo. A dock or case with a "kickstand" is a must for this purpose.*

- **Connect wirelessly to a Bluetooth keyboard:** If you want to do a lot of typing on your iPad you'll want either the iPad Keyboard Dock noted above or a Bluetooth keyboard like the Apple Wireless Keyboard or any third-party Bluetooth keyboard.
- **Protect with a case:** A case may be useful for protecting your iPad if you plan to carry it around a lot, or toss it in a laptop bag. Some cases include a kickstand that supports the device at a good viewing angle. iLounge is maintaining a gallery of iPad cases at <http://www.ilounge.com/index.php/accessories/ipad>.

Tip: You can find more details about Apple's iPad accessories at <http://www.apple.com/ipad/accessories/>. And, for tested, real-world advice, be sure to read this *Macworld* article: <http://www.macworld.com/article/150439/>.

Find Buttons and Ports

Some people can look at the iPad and instantly know what the buttons and cable-connection ports are for. Others find them indecipherable. **Figures 1–4** show the iPad in an upright, “portrait” orientation, with the docking port and the round Home button at the bottom.

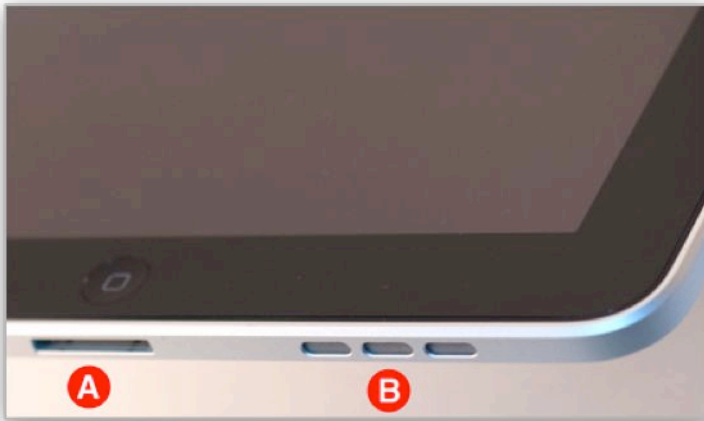


Figure 1: iPad in portrait position, lower center and right.

- (A) Dock connector port, see [Accessories](#) and [How to Connect](#). The round Home button is the Dock connector port. See [Go Home](#).
- (B) Speaker vents.

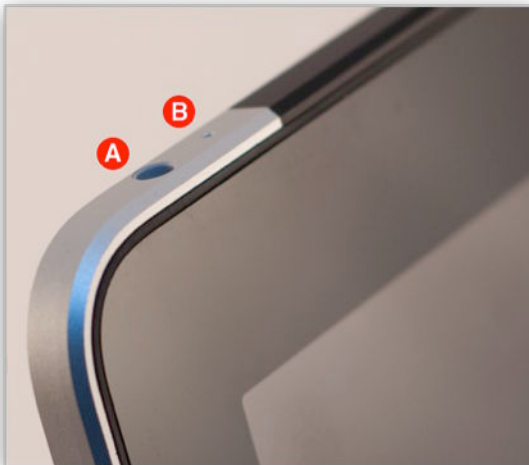


Figure 2: iPad in portrait position, upper left.

- (A) Headphone jack, see [Accessories](#) and [Connect with Bluetooth](#).
- (B) Microphone port.

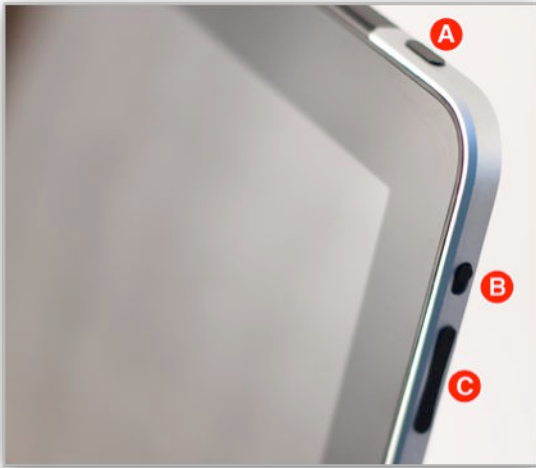


Figure 3: iPad in portrait position, upper right.

- (A) Sleep/Wake button, see [Turn Your iPad Off and On](#).
- (B) Screen rotation lock, see [Rotate and Tilt \(Change Orientation\)](#).
- (C) Volume up/down.



Figure 4: iPad in portrait position, lower left side.

- (A) The micro-SIM card tray and card on a 3G iPad. The Wi-Fi-only iPad doesn't have this tray.

Removing and Inserting the micro-SIM Card

To open the tray shown in **Figure 4**, above, find the micro-SIM extractor tool that came taped in a paper packet with your iPad. Push the tool into the hole by the tray until you hear a click (if you can't find the tool, try a small paper clip). If you are the sort who gets flummoxed by this sort of task, view this YouTube video first: http://www.youtube.com/watch?v=KWPz_hgzsuw.

Connect Your iPad to a Computer

Most of the time, you use the iPad unfettered by cables or physical connections of any sort. However, occasionally, you'll want to connect it to a computer for a variety of housekeeping tasks.

Note: If your school or employer gave you an iPad with certain apps and files pre-loaded, the primary computer that your iPad connects to may not be yours! You should talk to your IT department about how backups and operating system updates will be handled, and how you should move personal data to the iPad.

WHY CONNECT?

When you first get your iPad, if you press the round Home button, you'll likely see the image in **Figure 5**.



Figure 5: This image is telling you to connect your iPad to your computer and launch iTunes.

With the picture in **Figure 5**, the iPad is asking you to “connect to iTunes.” If you’ve never used an iPhone or iPod, you may find this odd, but iTunes serves as a control center for various iPad-related tasks, including:

- Completing a one-time registration/set up process for a new iPad.
- Installing operating system updates.
- Making (and restoring!) backups of data on your iPad
- Copying files to and from the iPad. These include ebooks, audiobooks, podcasts, songs, and videos, along with other document types used by particular iPad apps.
- Copying photos from your computer to the iPad.
- Synchronizing contact and calendar information between your computer and your iPad.
- Synchronizing Web browser bookmarks between your computer and your iPad.
- If your iPad is unhappy, it may show the screen in **Figure 5**.

HOW TO CONNECT

You should connect your iPad to your computer for the reasons listed previously. Follow these steps (which require a bit of additional thought the first time):

1. If you’ve never connected your iPad to a computer, decide which computer to use. As a rule of thumb, you should always connect your iPad to the same computer, which the iPad will think of as its *primary computer*. (If you are confident of your iTunes syncing skills, you can likely break this rule with no penalty, but those details are beyond the scope of this ebook.)

Pay attention to power! *If you have more than one computer that you could reasonably connect to, take a minute to consider your options. Read [Handle the Battery](#) and especially [Pick a Powerful Port](#).*

Note: You can connect multiple iPads, iPhones, and iPod touches to the same computer.

Don't have iTunes? For the next step, you'll need to be running iTunes. If you don't already have iTunes installed, you can download it from <http://www.apple.com/itunes/download/>.

2. Plug your Dock Connector to USB cable into the dock connector port on the edge of the iPad and into a USB port on your computer. The Dock Connector to USB cable came in the same box with your iPad. (As a rule of thumb, you can use other cables intended for the same purpose, such as an iPhone's Dock Connector cable. That said, some third-party cables may not work; a tech reviewer of this ebook reported that a Griffin cable that works with his iPhone does not work with his iPad.)
3. If your computer isn't on, turn it on. If iTunes hasn't launched automatically, launch it.

But, I'm in iPhoto: If you've loaded photos or screenshots onto your iPad since the last time you attached it to this computer, iPhoto—or some other photo application—may launch. If that happens, you can download your images to your computer now. Once you've done that, launch iTunes.

If this is the first time you've connected a new iPad to a computer, iTunes will take you through a first-time set up process. Otherwise your iPad may begin syncing. (I talk more about syncing in [Move Files and Data between the iPad and Your Computer](#), ahead.)

Transfer from a Backup?

The first time you connect an iPad to a computer, you might be asked if you want to transfer settings and apps from an iPhone or iPod touch backup. Generally, this is a nice way to start with a new iPad. However, you may not want to do so if the iPad is for someone else who would need a lot of different settings or if you have a lot of iPhone or iPod touch apps that you don't want to use on the iPad's larger screen. The transfer can take a while—potentially several hours.

Whatever happens, your iPad should appear in the iTunes sidebar, under the Devices category. You can select the iPad in the sidebar (**Figure 6**) to view information about it and to set how certain items will sync between the computer and the iPad.

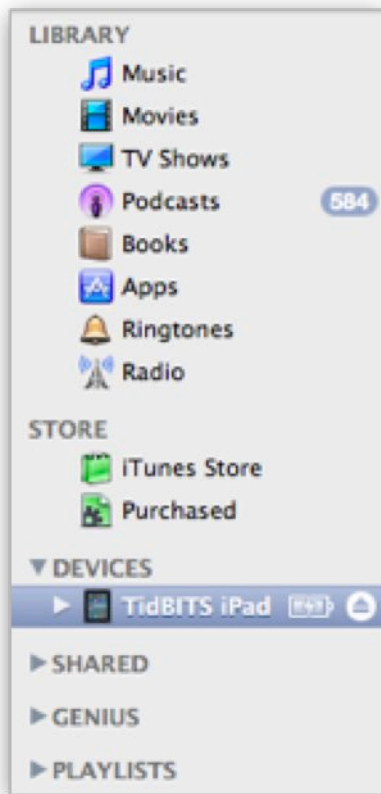


Figure 6: After you’ve connected your iPad to your computer, you should see it listed in the iTunes sidebar under the Devices category. In this screenshot, the blue highlight indicates that I’ve selected the iPad named *TidBITS iPad*.

Now you know: *If you encounter instructions telling you to “select your iPad in the iTunes sidebar,” you now know what to do.*

Tip: To change your iPad’s name, double-click the name in the iTunes sidebar and type a new name.

I explain how to configure your iPad in iTunes later in this ebook. You can keep reading to learn about an important thing to do regularly—update your Apple software—or you can skip ahead to other topics. Refer to [iPad Basics Quick Start](#) (p. 8) to quickly find information in this book.

Update Your iPad's Software

Your iPad contains two types of software from Apple:

- **An operating system:** An *operating system* is the behind-the-scenes software that creates and coordinates a computer's overall behavior. When the iPad shipped in early 2010, its operating system was called iPhone OS 3, but in June 2010 Apple changed the name to iOS 4. iOS 4 will be available for the iPhone and iPod touch in June, but it won't run on the iPad until later in 2010.
- **Core apps:** *Apps* are where you have fun or get work done on your iPad. For instance, you can view photos downloaded from your computer in the Photos app and you can send email in the Mail app. Apple provides a core set of apps for free. (Thousands of independent developers also make iPad apps, and I talk about them later, in [Download and Manage Apps](#).)

If past history is any indication, Apple will update the iPad's software every few months. It's nearly always to your advantage to install the latest versions of this software so that you can use the new features and avoid bugs. I suggest that you follow the directions in this section at once, to ensure that your iPad is up to date.

To update your iPad's Apple software, follow these steps:

1. In the iTunes sidebar, under Devices, select your iPad (if you need help, read [How to Connect](#), just previously).

The pane at the right shows a Summary tab.

2. In the Summary tab, in the Version area, click Check for Update (**Figure 7**).



Figure 7: Select your iPad under Devices in the iTunes sidebar to view the Summary tab in the pane at the right.

3. Now:

- If the resulting dialog tells you that your iPad software is current, then you are all set.
- If the resulting dialog says that an update is available, go ahead and install the update.

Which OS Version Is Your iPad Running?

You can check your iPad's operating system version on the Summary tab described in Step 2 just previously. Look in the iPad area near the top of the Summary tab. Or, on your iPad, in the Settings app, tap General > About. The version number (and the build number, in parentheses) is listed next to the Version label.

iOS 4 Coming in Late 2010

Apple has announced that iOS 4 will be available for the iPad later in 2010. You can learn more about it in "Apple Previews Major New Features in iPhone OS 4" at <http://db.tidbits.com/article/11176>.

Power Up (and Down)

How many people does it take to charge and turn on an iPad? If your answer is “more than one,” then you need to read this section. We’ll look at the basics of charging the battery and keeping it happy, and make sure you know how to [Turn Your iPad Off and On](#). You should get comfortable with the power switch just in case your iPad freezes with an unfortunate error or crash.

HANDLE THE BATTERY

For those accustomed to short laptop and iPhone battery life, the iPad is a revelation—Apple claims a 10-hour battery life, and depending on how you use it, that might even be a conservative estimate. You can check the battery’s charge by looking at the indicator in the status bar on the iPad screen.

To ensure that your iPad will work unplugged whenever you want it to, establish a charging location where you can easily place the iPad when nobody is using it. For example:

- Set up a spot for the iPad on your night table and plug it into a wall outlet while you sleep.
- If you work at a desktop or laptop computer for several hours most days, plug it into the computer’s USB port while you work. (But read [Pick a Powerful Port](#), next page, if you do this!)
- Set up a plugged-in dock on a shelf in your kitchen, and put your iPad there when you’re not using it. For more enjoyment, you can also use your iPad in that location to play music or podcasts, show recipes, or display photos in Picture Frame mode.

If you want to synchronize certain types of data regularly—such as calendar events and freshly downloaded podcasts through iTunes, establishing a regular charging and syncing routine where you dock your iPad to your computer is important.

Another good habit is a monthly discharge/charge cycle. The reason for this cycle depends on what you read, but Apple says it will help your battery report accurately on its charge, and I've read many sources that say it will also help your battery maintain its power-storage capacity. Once per month, you should charge the battery completely and then run it down completely. You might do this on the first Saturday of every month, for instance.

Tip: You may find it handy to have extra charging cables, perhaps one on each floor of your house and one in your office. Note that you can use an iPhone or iPod touch charging cable with an iPad.

Keep reading to learn more about managing your battery.

Pick a Powerful Port

If your iPad seems to charge too slowly—or not at all—when connected to a computer, you could have one (or both) of two problems:

- The computer must be on, and it may need to be awake. For instance, my 2008 MacBook must be awake in order to charge my iPad.
- If the iPad is connected to an older Macintosh, most Windows PCs, and most USB hubs (powered and unpowered)—the iPad battery may drain, not charge at all, or charge slowly. If this proves problematic for you, use the wall adapter for charging. For details, read this *Macworld* article: <http://www.macworld.com/article/150356/>.

This problem could conceivably be avoided with a powered dock that let the iPad connect to iTunes while charging from a wall outlet. I hope that such a device will become available in 2010.

Tip: Apple offers suggestions for maximizing battery life at <http://www.apple.com/batteries/ipad.html>.

TURN YOUR IPAD OFF AND ON

Most of the time, you won't power your iPad down—your iPad will either be awake or asleep, as I described just previously. If you do want to turn it off—perhaps because you are experiencing weird behavior and you want a fresh start, or because you don't plan on using it for a

while and want to maintain as much battery charge as possible—you can: press the physical Sleep/Wake button ([Figure 3](#), p. 19) and hold the button down until the screen darkens. Then, slide the “slide to power off” slider that appears.

To turn the iPad on, press the Sleep/Wake button once again, holding it down until the Apple logo appears on the screen.

If your iPad won't turn off: *Instead of the procedure described just above, try resetting it. To do so, press and hold the Sleep/Wake button and the Home button at the same time for (as Apple puts it) “at least 10 seconds.” Regardless of how long it takes, release the buttons when the Apple logo appears. (I imagine that if it takes more than 30 seconds, your iPad has a more serious problem.)*

If your iPad won't turn on: *Most likely, the problem is extremely low power. Plug your iPad into a good source of power, ideally a wall outlet. If it still won't turn on, wait 10 minutes or so before you try again. If waiting doesn't help, try resetting the iPad, as described in the above paragraph. And although you may feel foolish if this is the case, if you are wearing polarized sunglasses, take them off or rotate your iPad and see if the problem goes away—polarized sunglasses can make the iPad's screen look completely black.*

Tip: If thinking about how your iPad could crash or break makes you wonder about how to make a backup of your personal data on the iPad, note that I cover that topic ahead, in [Know Backup Basics](#).

Learn the Interface

Interacting with an iPad is more direct than interacting with many other electronic devices. For example, shaking it (like a salt shaker or Etch A Sketch) is not only permitted, it's expected! In this section, I walk you through the basic navigation *gestures* (movements with your fingers), plus share a few tips to help you become more comfortable with your iPad. (For help with the physical buttons located on the edge of the iPad, see [Find Buttons and Ports](#), earlier.)

UNLOCK THE LOCK SCREEN

The first screen that you'll see after turning on (or waking up) an iPad is the Lock screen (**Figure 8**).



Figure 8: Here is my Lock screen, customized with a personal photo. Notice the "slide to unlock" slider (bottom, center) and the Picture Frame button (lower right).

Don't worry if your Lock screen has a different image from the one in **Figure 8**, or from other iPads that you've seen, because the image is customizable. However, the bottom of the screen displays two important interface elements: the slider for unlocking the device and the Picture Frame button.

Slider

To operate the slider, touch the right-pointing arrow with your finger and keep your finger down while dragging the arrow to the right. Once the arrow reaches the right edge of the slider, lift your finger.

By default, the iPad responds by showing the Home screen, which I explain below, in [Go Home](#). However, if a passcode lock has been created for the iPad, the iPad instead shows a screen in which you can tap in the passcode (see [Secure Your iPad](#), later).

Picture Frame Button

The Picture Frame button (**Figure 8**) has a flower icon on it. Tap the Picture Frame button to enter Picture Frame mode, a mode that makes the iPad act like a digital picture frame. [Set Up Picture Frame Mode](#), near the end of this book, explains how to make a photo slideshow that plays in this mode.

Customize Your Lock Screen Image

To customize the image on the Lock screen, tap Settings > Brightness & Wallpaper, tap the Wallpaper well, and select an image from the available pictures. In the preview of the image that appears, tap Set Lock Screen.

GO HOME

The Home screen on your iPad has a series of up to 11 pages that contain icons for your apps (**Figure 9**). If you are not on the Home screen, you go there by pressing the Home button.




Figure 9: A view of the first page of the Home screen, with the status bar at the top and the Dock at the bottom.

Customizing the Home Screen

In **Figure 9** just previously, a few things are different than the most generic possible screen:

- I've moved Settings to the upper left where I can find it easily. The apps shown comprise the complete collection of Apple's core apps except that I've added the third-party [WeatherBug Elite for iPad](#) to the Dock.
- The red 18 badge on the App Store means I should update my apps, since 18 of them have been updated since I last did so! The red badge on the Mail app indicates that Mail has 9 unread messages.
- To pick the ocean-wave wallpaper backdrop, I chose Settings > Brightness & Wallpaper, tapped the Wallpaper well, tapped Wallpaper, tapped the ocean-wave image, and then tapped Set Home Screen in the preview.

The status bar appears at the top of Home screen, showing icons and indicators related to the iPad's overall situation. For instance, if you

are connected to the Internet with a wireless connection, you'll see a fan-like Wi-Fi  icon. The status bar is nearly always present, no matter what screen you are looking at, although many games and some other apps hide it.

The Dock sits at the bottom of the Home screen and provides a spot for your most frequently used apps. It appears on each page of the Home screen, so no matter what page you're on, you can instantly access the apps you've dragged to it.

A subtle set of dots above the Dock indicates which page you're viewing.

In the rest of this section, I explain how to use your fingers to operate the iPad's touchscreen. The examples that I give explain how to open apps and work with the Home screen.

Coming iOS 4: If your Home screen has too many pages, it can be hard to locate an app's icon quickly. iOS 4 will add folders, making it easier to categorize and locate app icons. In the meantime, you can [Search with Spotlight](#).

Press Home Twice

Pressing the Home button twice usually returns you to the Home screen no matter what app you're in. However, since pressing Home once also does this, you might want to configure the iPad to react differently when you press Home twice.

To set this up, on the Home screen, tap Settings to open the Settings app. Tap General > Home, and then tap Search or iPod to change the setting.

Notice that the General > Home settings also have an iPod Controls switch. When that option is On, if you are playing audio from the iPod app while some other app is active, a double-press of the Home button will cause the iPad to pop up a dialog showing iPod-related controls, regardless of how you've configured your default double-press Home button action.

Press the Home button to exit Settings and return to the Home screen.

(If you don't know how to *tap*, keep reading on the next page.)

Coming in iOS 4: In iOS 4, another option—perhaps the default option—for a double-tap on the Home screen will display a strip at the bottom of the screen for currently launched apps. Tapping an app’s icon on that strip will switch to that app.

USE THE iPad’S TOUCHSCREEN

If you know how to use a mouse with a computer, it will be easy to learn the basics of using the iPad’s touchscreen—tapping, touching, and dragging—because they are so similar to their corresponding mouse actions. Once you have those under control, you can easily learn advanced gestures like flicking and pinching.

Tap and Touch

A *tap* is a light poke of your finger on the iPad screen, much like a mouse click. For instance, to open an app from the Home screen, you tap its icon. There’s also double-tapping, wherein you poke twice.

Tip: In Safari, double-tapping a text column on a Web page zooms the tapped column to fit the screen.

A *touch* is like a tap, except that you keep your finger down, usually until something happens. For example, if you touch an app icon on the Home screen for a few moments, all the icons will begin to wiggle. (Press Home to make them sit still.)

Drag

A *drag* is like dragging with a mouse. You touch an item on the screen, keep your finger down, and then move your finger. The item should move under your finger. To stop moving it, lift your finger. Dragging is usually a slow motion and always has a destination.

To see an example of dragging, you can rearrange the app icons on the Home screen: touch any app icon until all the icons wiggle; then drag the icons as desired. To move an app between screens, drag it against the left or right edge of the screen (if you have trouble, try these tips: touch the wiggling icon until it enlarges slightly, drag it slowly, and press firmly as the icon hits the edge of the screen). You can also drag apps on or off the Dock, which can hold a total of six apps. Press the

Home button to stop the wiggling and save the new locations of your apps.

What's the X for? *When the app icons are wiggling, they each also display an X badge. Tap the X to remove the app from the iPad. This deletes any data or documents associated with the app, but it doesn't delete the app itself from your iTunes library, so you can get it back later. See [Delete an App](#), later.*

Tip: Prefer to rearrange apps without the wiggles? Having trouble moving apps between screens? You can also drag them around in iTunes. With your iPad selected in the iTunes sidebar, click the Apps tab. You can drag the app icons with your mouse. To drag between screens, drag an icon to a screen thumbnail.

Coming in iOS 4: In iOS 4, you'll be able to group apps into folders, using the same wiggling technique described above. You'll also be able to add folders to the Dock.

Swipe, Flick, and Slide

Several variants of dragging are commonly described with other words, most notably swiping, flicking, and sliding. We are all still working these new terms into our vocabularies and Apple's documentation is currently inconsistent with respect to them.

A *swipe* is like a drag, except you touch a blank—or inactive—area of the screen first, instead of touching a particular item. Also, a swipe is a fairly quick motion with no specific destination.

Use a swipe to scroll up and down in a screen, and sometimes to switch between screens. For example, to move among the different pages of your Home screen, just swipe left or right across the current page. (Notice the small, dotted indicator bar above the Dock; it helps you determine which page you're on—**Figure 10**.) If you swipe all the way to the left (by swiping left *to* right), you'll go past your first Home page to the Spotlight screen. (*Spotlight* is the name for Apple's search technology.) See [Find Your Stuff](#) for more details.

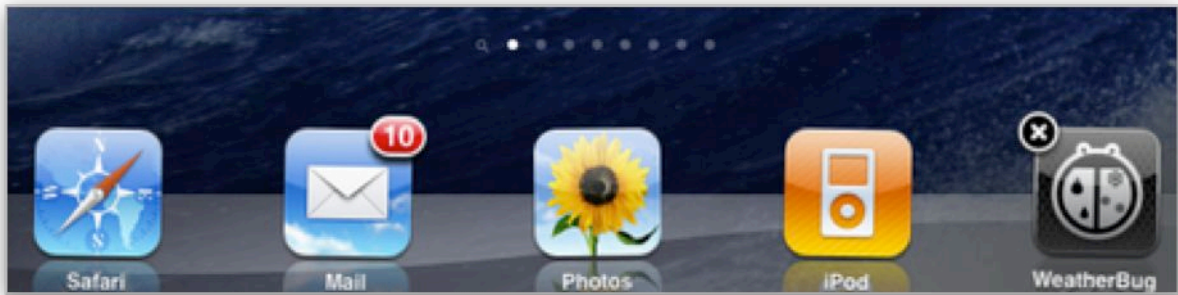


Figure 10: The brighter dot indicates that the iPad is on the first page, with the Spotlight search screen to its left and additional pages to its right.

A swipe must have fluid movement so it's clearly not a tap or touch. To stop a swipe, just pick up your finger, with no pause. Be decisive, and swipe with panache. It may take a few tries, so persevere if you don't get it immediately.

Swipe not swiping? Make sure your thumb or some other stray finger isn't touching the edge of the screen.

Once you've mastered the one-finger swipe, look for situations where two-finger swipes are used. For example, to scroll a long text entry field in a Web browser, put two fingers down and swipe vertically.

A more refined type of swipe is what I call a "thumb swipe." Hold the iPad with your left hand and place your left thumb near the edge of the screen. Now, flick the thumb half an inch right or left. This maneuver is easier if you have larger hands. Regardless of your hand size, you may find that thumb swiping is an efficient way to turn the page in ebook reader apps, such as iBooks or Kindle.

Flicking is very much like swiping, and if there's any difference at all, it would be that your fingers don't move as far and the motion is faster.

Sliding is like dragging, but it generally describes moving a control object within a constrained space, like the "slide to unlock" slider and the volume slider in the iPod app. "Slide" may indicate that you should move your finger from one specific location on the screen to another.

Combining Gestures

The finger actions that I just described sometimes combine into fluid motions. For example, when you're using the onscreen keyboard (in Apple's Notes app or elsewhere), try this:

1. Touch the N key.

A popover strip appears, showing variants (**Figure 11**).



Figure 11: Touching and sliding combine into a fluid gesture for typing alternate characters.

2. Keep your finger down and slide it to the ñ.

The ñ box turns blue.

3. Lift your finger.

The iPad types an ñ.

You can use the same technique with other characters to type other accented letters.

Tip: To type an apostrophe (') you can just touch and hold down on the Comma (,) key without sliding.

When you explore an app, it's worth your time to tap, double-tap, and touch its screen in various locations to see what happens. For example, if you're scrolled down on a screen so you can no longer see the top, you can usually tap the status bar at the top of the screen to return to the top. This is especially useful in long email messages or Web pages, and when viewing pictures in the Photos app.

Pinch and Pull (Zoom)

What if you want to see something at a smaller size, by zooming out? On the iPad, you *pinch* to zoom out to show more of an image. It's easy to understand the pinch gesture in the Maps app. Let's take a look:

1. On the Home screen, tap Maps. (Maps is likely on the first page; by default, Apple's core apps alphabetize on the Home screen before any third-party apps.)

A map should be showing; you can view a map of a particular area by typing an address in the Current Location field.

2. Place your thumb and pointer finger on the map.
3. Drag your thumb and pointer finger closer together, and then lift them from the screen.

The map zooms out, showing more of the landscape.

Pick two fingers, any two: In fact, you can pinch (or pull) with any two fingers. Two pointer fingers is fun.

How do you zoom in? With what I call a *pull* action, which is the reverse of a pinch. (Apple doesn't use the term "pull," but instead talks about pinching your fingers *apart*, which doesn't make sense, since a pinch involves bringing your fingers closer together. I've also read documentation calling this an "expand" gesture) Continuing with the steps just above, to zoom in on the map:

1. Place your thumb and pointer finger on the map so that they are on either side of the area you want to zoom in on.
2. Drag your fingers apart an inch or two, and then lift them from the screen.

The area that was between the fingers enlarges. You can pull the map out several times to continue zooming in.

Try these gestures in any app to see if they do anything, but especially remember to try them in Safari or in photo-related apps.

Double-tap to zoom: A double-tap will sometimes also zoom an object on the iPad screen.

ROTATE AND TILT (CHANGE ORIENTATION)

If you turn your iPad in space, the screen adjusts accordingly. You can see this on the Home screen where one orientation (called *portrait*, as in a tall, narrow painting of a person) positions the apps in four columns, but the other orientation (called *landscape*—as in a wide painting of a lake and mountains) places the apps in five columns.

In many apps, different orientations have different layouts or controls, so be sure to experiment. And many other apps—mostly games—rely not only on rotation but also on tilting the iPad in space. (My son’s favorite tilting game is a port of the classic Atari 2600 [Adventure](#) game, mine is [Waterslide Extreme](#); at publication time, neither these apps had been updated for the iPad, but both run in iPhone-compatibility mode.)

If accidental screen rotations bother you or you want to position the iPad one way while holding it the other way—perhaps while reading in bed, you can lock the orientation by sliding the screen rotation lock switch on edge of the iPad’s frame down (find it on the right edge when the iPad is in portrait orientation, with the Home button at the bottom; see [Find the Buttons and Ports](#)). When the screen rotation lock is on, you’ll see a tiny red dot in its physical sliding well. To unlock the screen rotation, slide the switch back up.

***Can’t rotate?** Check that the screen rotation lock isn’t on. Also, try positioning the iPad so it is less flat (point the top edge more at the ceiling or sky, and less at the wall or horizon).*

SHAKE (UNDO)

On a computer, if you are typing and want to reverse a recent action, you typically choose File > Undo, or press Command-Z or Control-Z. The iPad, like the iPhone and iPod touch, takes an entirely novel approach—you shake the iPad itself.

Some apps also have more conventional Undo and Redo commands. For example, Apple’s three iWork apps each store your 200 last edits, so you can undo and redo them with ease by tapping the Undo button

near the upper left (switch orientations if you don't see it). To access the Redo command in these apps, touch and hold the Undo button.

Use the iPad Like a Pro!

The iPad is easy to get started with, but Apple has built a lot of power and flexibility into the iPad's interface, and learning more will enable you to use the iPad more enjoyably. You can learn more about the iPad's interface in other ebooks about the iPad in the Take Control series, including.

- *Take Control of Working with Your iPad* has a nice discussion of how to get more out of the keyboard, how to select text, and how to move text around with cut, copy, and paste.
- *Take Control of Media on Your iPad* discusses the details of controlling the iPod app, including how to find and operate controls for volume, next track, shuffle, and so on.

Connect with Bluetooth

If you need to send data between two devices—such as an iPad and a keyboard, or an iPad and a headset—and you want to do it without a cable connection, you typically use a Bluetooth wireless connection. Bluetooth gives you a handy wireless connection over a short range, and it's commonly used in home entertainment systems and electronic gizmos.

The iPad can't connect to all Bluetooth devices, but it can connect to keyboards, headphones, and stereo speakers from both Apple and third parties.

In this section, I discuss how to connect your iPad to a Bluetooth device, a process called *pairing*.

Tip: You can watch a fun introduction to Bluetooth basics at http://www.bluetooth.com/English/Pages/Fast_Facts.aspx.

Which Bluetooth Headphones Work?

The iPad supports headphones that just let you listen to audio (the A2DP profile) and headphones that have remote control options like play and pause (the AVRCP profile), but it doesn't—at least not in iPhone OS 3—work with hands-free headphones designed for running a mobile phone while driving (the HFP profile).

To pair your iPad with a Bluetooth device, follow these basic steps:

1. Make the device discoverable. When a Bluetooth device is *discoverable*, it is receptive to other Bluetooth devices that want to find it.

For example, to make the Apple Bluetooth keyboard discoverable, turn it on by pressing the round button on the back of the right side. If the batteries are working, a small green light flashes on the upper right of the keyboard, above the Eject key. The light indicates that the keyboard is discoverable and ready to pair. You have about 3 minutes to pair it. If you don't pair it quickly enough, the keyboard turns off and you must start again.

If turning on the device doesn't make it discoverable, consult the device's manual (or Web site) for instructions.

Dual-pairing advice: *I've found that if the Apple Wireless Keyboard is paired with some other device that is on and in Bluetooth range, such as, for instance, a Mac mini, you must unpair it before this step will work. This problem may occur with other Bluetooth peripherals.*

2. On the iPad, in the Settings app, tap General > Bluetooth.
3. If Bluetooth is off, turn it on.

Any in-range discoverable devices appear in the Devices list (**Figure 12**), including the device you made discoverable in Step 1.



Figure 12: Discoverable devices appear in the Devices list. Notice the faint Bluetooth icon in the status bar by the battery indicator. The gray icon means that Bluetooth is on, but nothing is connected.

Keyboard not appearing? *If the keyboard was previously paired to another device that is turned on and in range, either turn the device off, or unpair the keyboard from that device. After that, turn the keyboard off and then back on, and try again.*

4. In the Devices list, tap the device that you want to pair with.
5. If the iPad tells you to type something, follow the directions. If you need to type a passkey but don't know what it is, try 0000.


If all goes well, your device pairs with the iPad. In so doing, the device and the iPad exchange a small amount of information and establish a working relationship. “Connected” appears beside the device’s name in the Devices list (**Figure 13**).



Figure 13: The keyboard appears in the Devices list with a “Connected” label, meaning that it is paired and in range. The Bluetooth icon in the status bar has turned white, indicating that Bluetooth is on *and* at least one device is connected.

As long as the device remains within 25–30 feet of the iPad, it should stay connected. If it strays farther way, it will remain paired, but it won’t be connected.

Check your power! If a Bluetooth connection isn’t working well, verify that the batteries in the Bluetooth device are charged. If a paired device is interfering with what you do want to do, try one of the following solutions:

- To disable a Bluetooth keyboard temporarily so you can use the onscreen keyboard, press the Eject key on the Bluetooth keyboard or turn Bluetooth off in the Settings app.
- To disable Bluetooth headphones temporarily while you’re in an audio- or video-related app, tap the Bluetooth audio  icon to switch to a different output option, such as the iPad’s internal speaker. In the iPod app, the icon appears near the bottom of the screen.
- To unpair a device from the iPad and thus completely disable the connection, in the Settings app, tap General > Bluetooth. In the

Device list, tap the detail ⓘ button in the device's listing; then tap Forget This Device and tap OK.

You can pair and unpair a set of devices as often as you like.

According to Apple, you may have to restart your iPad to make it forget about a device completely. For more information or if you are having trouble making an iPad forget a device, see <http://support.apple.com/kb/TS3280>.

No OK Button When Using a Bluetooth Keyboard

iPad dialogs may lack an OK button, because the assumption is that you'll tap a key on the iPad keyboard—such as Go or Join—to confirm the dialog. If you are using a physical keyboard when one of these dialogs appears, you won't get an OK button to tap. Instead, you should press the Return or Enter key on your keyboard. This is fairly obvious once you think about it, but you may be perplexed or surprised until you get used to it.


Turn off the keyboard before transporting it! Here's a scenario to avoid. You've turned on the passcode lock, as described in [Secure Your iPad](#), ahead. You toss your iPad and powered-on, connected Bluetooth keyboard in your backpack. As you sprint to catch your train, the jostling backpack presses keys on the keyboard. The iPad interprets those key presses as attempts to type the passcode. If the number of passcode tries is exceeded, you could be locked out of your iPad. To avoid this problem, power down the keyboard before you pack it.

Get Online

In this section, I cover a few fundamentals for accessing the Internet with your iPad via a Wi-Fi or 3G connection. Ideally, the steps given here will be all you need to connect to the Internet, but if you need more advice, read [Take Control of iPad Networking & Security](#).

MAKE A WI-FI CONNECTION

To connect your iPad to a Wi-Fi network and thus to the Internet, follow these steps:

You might already be connected: If you are, you'll see a Wi-Fi  icon in the status bar. Also, in Settings > Wi-Fi, you'll see the name of the network that you're connected to in Choose a Network.

1. In the Settings app, tap Wi-Fi to open the Wi-Fi Networks pane.
2. If Wi-Fi is off, turn it on.

Any available named networks should appear in the Choose a Network list.

3. Tap the network that you want to join, or if the network you want to join doesn't appear, tap Other.
4. Enter the requested information (**Figure 14**).

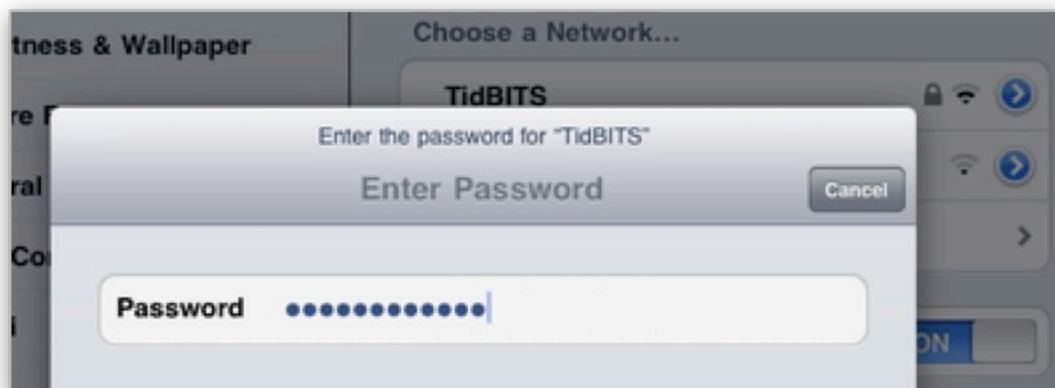


Figure 14: After tapping the name of the Wi-Fi network that you want to join, enter the requested credentials.

5. Tap the Join key (**Figure 15**). (On a physical keyboard, press Enter or Return instead.)



Figure 15: After using the onscreen keyboard to enter login credentials for a Wi-Fi network, tap the Join key at the right of the keyboard.

If all goes well, your iPad connects to the network and a checkmark appears beside the name of the network in the Choose a Network list (**Figure 16**).

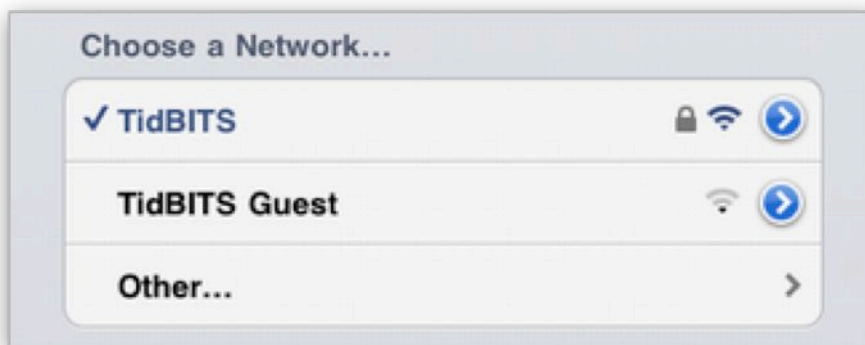


Figure 16: Success! This iPad is connected to a Wi-Fi network, called TidBITS. A checkmark beside TidBITS in the list of available Wi-Fi networks indicates that the connection is active.

Note: The iPad preferentially uses 802.11n to connect wirelessly via Wi-Fi; this is a step up from the current models of the iPhone and iPod touch, which use the older, slower 802.11g standard.

If you experience a connection problem, try one of these tips:

- After you connect to a public hotspot, if your apps can't access the Internet, you may have another step to complete. In Safari, try to access any Web page, which will instead load the connection page for the hotspot. On that page, you may have to agree to certain rules

or enter your credit card number. Once you've finished whatever the page wants you to do, you should be able to use the Internet.

- Owners of first-generation Wi-Fi–only iPads have reported a variety of problems with flaky or weak Wi-Fi connections. I hope—and assume—that Apple will fix this disappointing problem in a future firmware update.
 - If your Wi-Fi network uses the older and easily cracked WEP security method, you may have better luck if you reconfigure the network to use a different technique, such as WPA. Take Control author Michael Cohen wrote about this at <http://www.ipadprojectsbook.com/2010/04/19/read-it-and-wep/>.
 - For more background and possible solutions read the *TidBITS* article “Apple Acknowledges iPad Wi-Fi Issues, Sort Of,” at <http://db.tidbits.com/article/11274>.
- Another connection problem that's unrelated to Wi-Fi is unlikely to affect your iPad directly, but you may want to be aware of it if you run your own Wi-Fi network or use your iPad on a large institutional network. The *TidBITS* article “Princeton University Identifies iPad DHCP Flaw” (<http://db.tidbits.com/article/11195>) offers more technical information explaining the problem, plus it has potentially illuminating comments at the end. I expect Apple will fix this problem soon.

To disconnect from a particular Wi-Fi network, in the Settings app, tap Wi-Fi to open the Wi-Fi Networks pane. In the Choose a Network list, tap the detail ⓘ button associated with the network; then tap Forget This Network and Forget.

You might want to turn off your Wi-Fi radio entirely to save power. To do so, in the Settings app, tap Wi-Fi and toggle the Wi-Fi setting Off.

MAKE A 3G CONNECTION

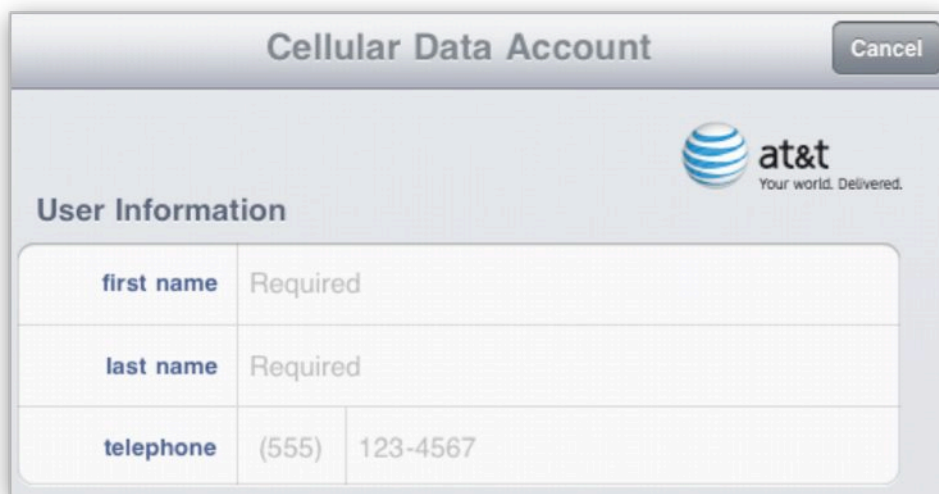
The 3G iPad can connect to the Internet through a cellular data network, a useful feature when Wi-Fi isn't available. In the United States, the 3G iPad uses AT&T's national network; it initially tries to use the faster 3G, which is available throughout most of AT&T's footprint, but

in coverage holes, it switches down to the slower 2.5G EDGE service. (In some countries, carriers provide 3G everywhere they offer service, and have no EDGE to fall back to.)

Tip: To see where AT&T offers 3G and EDGE service, visit <http://www.wireless.att.com/coverageviewer/>.

To learn about plans outside the United States, see <http://www.ilounge.com/index.php/articles/comments/the-complete-guide-to-international-ipad-pricing-service-providers/>.

To begin activating service on a 3G iPad, tap Settings > Cellular Data > View Account, fill in the fields (**Figure 17**), tap the name of the plan that you want, and then tap Next to continue the activation process.



The screenshot shows the 'Cellular Data Account' pane with a 'Cancel' button in the top right. The AT&T logo is in the top right. Below it is the 'User Information' section with three rows of input fields:

User Information	
first name	Required
last name	Required
telephone	(555) 123-4567

Figure 17: The top of Cellular Data Account pane asks for information needed to set up your 3G data plan account. You may not see an AT&T logo at the upper right, as shown here.

Once your plan is active, if your iPad is connected via 3G, you will see the 3G icon in the status bar.

Should you wish to switch to a different plan or cancel, tap Settings > Cellular Data > View Account, enter your password, tap Next, and then tap either Add Data or Change Plan. (This works for AT&T domestic plans, presumably the procedure will be similar for other carriers.)

To disable 3G connectivity temporarily, you have two options:

- In the Settings app, tap Airplane Mode. This turns off all wireless communications—Wi-Fi, 3G, Bluetooth, and GPS. An airplane icon appears in the status bar, indicating that you are in Airplane Mode.
- In the Settings app, tap Cellular Data, and set the Cellular Data switch to Off. This turns off only the 3G radio.

Tip: To learn a great deal more about how 3G connectivity works, including how to monitor and slow your use of 3G data, and information about devices that can provide 3G service to a Wi-Fi-only iPad, read Glenn Fleishman's book, [*Take Control of iPad Networking & Security*](#).

Download and Manage Apps

The iPad's core apps come pre-installed from Apple. They include Safari, Mail, Contacts, Calendar, and more. By default, four of these apps appear on the Home screen's Dock and the rest alphabetize first on the Home screen. Although you can rearrange Apple's core apps on the Home screen, you cannot delete them.

The core apps do many things, but they do not come close to unlocking the full potential of your iPad. Through Apple's App Store, you can download a treasure trove of third-party apps, many of which are free or cost less than \$5.

In this section, I introduce you to the App Store, discuss strategies for finding good apps, and walk you through the basics of downloading, updating, deleting, and sharing apps.

FIND GREAT APPS

Apps let you personalize your iPad enormously. Whatever your hobby, interest, or goal, there's likely an app (or even more likely, ten apps) related to it. If you enjoy a particular TV show, movie, or Web site, it probably has an app. For my family, essential apps along these lines include [WeatherBug Elite for iPad](#), [Netflix](#), and [Epicurious](#). We also have the [Amazon Mobile](#) app.

Further, some programs on your regular computer likely have iPad counterparts, or at least iPhone versions. For example, the popular Dropbox file-sharing service has an iPad app, whereas the voice-over-IP service Skype has an iPhone app that likely will be updated to an iPad edition later this year.

You can see star ratings and read app reviews in the App Store, but it can be hard to find what you want among the many choices or determine if the reviewers use the app the same way that you would, or if a new version of the app has addressed some reviewer complaints. Since

it's often impossible to get a refund for an app purchase, you may want to research some app purchases carefully; each iPad-related ebook in the Take Control series discusses third-party apps. Also, I especially recommend *Macworld's* AppGuide (<http://www.macworld.com/appguide/>).

Know your source! Some sketchy Web sites may review iPad apps in exchange for money from the developer. This is poor journalism. O.A.T.S., the Organization for App Testing Standards, helps you identify app-reviewing Web sites that have signed a pledge to, in essence, not be slimy (<http://www.gotoats.org/>).

Although you can turn on the App Store Genius feature—which, along the same lines as the iTunes Store Genius feature, is meant to help you find new apps to try, based on your app usage patterns—the feature does not appear to be working in the iPad's App Store app. (To try turning it on, go to Settings > Store, View Account, and look for an option near the bottom of the Account screen.)

Where's the Clock?

My husband and I have found that an *iPod* is better than a sleeping pill for putting us to sleep—we turn on the sleep timer for 15 minutes and have it play an audiobook during that time. Because the iPod is old and sometimes a little flaky, we use Adam's *iPhone* as an alarm clock for waking up. I had hoped to use the iPad for the both purposes.

Unfortunately, the *iPad* doesn't include a Clock app and third-party clock apps don't run properly in the background. iOS 4, expected late in 2010 for the iPad, should enable background processing and bring back the capability to use a clock app for timing and alarms.

Too Many Users?

The iPad is a single-person device, with no way to organize it with accounts or folders for different people. If you're sharing an iPad and butting heads over who gets to do what, consider installing different apps for different people. For instance, you might use a Gmail app while your spouse uses the Mail app.

Wrong Country?

Apple has different App Stores for different countries. Although many apps are available in all stores, some are not. Apple uses the data associated with your iTunes Store account to figure out which App Store you can access. If you want to shop in a different App Store, here are a few pointers:

- Log out of your usual iTunes Store account and then create a new account that goes with your desired different country. Apple provides the steps at <http://support.apple.com/kb/HT2534>. Don't fill in credit-card details for this new account (unless you happen to have a credit card associated with an address in that country). Once you've set up the account sans credit card, you can use it to download free apps.
- The Internet is rife with ideas for circumventing this problem.
- You, or someone, will likely be violating the iTunes Store "Terms and Conditions" if you download items with an account whose region doesn't match your true geographic location.

This problem—and similar solutions—appear to apply to the iBookstore as well.

Extra Apple apps: *A few free Apple apps don't come pre-installed on your iPad, but you may wish to install them:*

- **iBooks:** *iBooks lets you read ebooks in the EPUB format, so long as they come from Apple's iBookstore or they are DRM free. Starting in June 2010, iBooks will also support PDFs that you load in via iTunes or from a Mail attachment.*
 - **MobileMe iDisk:** *If you have a MobileMe subscription, you can store files on your Internet-based iDisk from any Mac or Windows computer and then access them using the iDisk app on your iPad, iPhone, or iPod touch. (Dropbox is a great alternative if you don't have MobileMe or if you are frustrated by slow iDisk uploads.)*
 - **MobileMe Gallery:** *If you've posted photos or movies from an iLife application to a MobileMe gallery, you can use this app to view them on your iPad (or iPhone or iPod touch).*
 - **Remote:** *This app lets you use your iPad as a remote control for an Apple TV or for music playing on a computer in iTunes.*
-

SHOP FOR APPS

Your first decision when using the App Store to shop is whether you want to shop on your iPad or on your regular computer. Either option works well.

No matter where you decide to shop, here are a few important tips:

- iPhone apps are designed for the smaller iPhone or iPod touch screen. They operate properly on the iPad, but appear at iPhone-screen size. You can tap a 2x button to enlarge them to full iPad size. At full iPad size, they tend to look clunky, so if you use an app often on an iPad, you'll likely want the iPad version. iPad apps often use the larger amount of screen space on the iPad to provide more controls or features than their iPhone counterparts.
- iPad-only apps do not work on the iPhone or iPod touch.
- Some iPad-only apps have HD in their names. For a television, *HD* means the screen is *high-definition* and thus can display many pixels at once. For an app, HD informally means the app was designed for the iPad screen. In standardized test language, an iPad is to an iPhone as an HDTV is to a small black-and-white TV.
- Some apps come in a “universal” format that scales appropriately to each device, no matter which one you install it on. A Universal app has a small, white + badge in (or beside) its price tag.
- You can share app purchases with up to five other computers. This sounds like it might be simple, but it can require planning and patience. Consult [Share Apps](#), ahead, for more information.

App Store Issues

Apple's App Store collects over 225,000 apps in one location, so you can do one-stop shopping from a reliable source. For an app to appear in the App Store, it must be approved by Apple. Apple checks for certain interface and coding problems, to ensure that the app is likely to run smoothly and be easy to operate. Apple also screens for "objectionable" content. Such content can range from porn to politics, and more. Apple has been heavily criticized for unclear guidelines. These links provide more information:

http://www.pcworld.com/article/185604/apple_censors_dalai_lama_iphone_apps_in_china.html

http://www.macobserver.com/tmo/article/apples_app_store_rejections/

<http://daringfireball.net/linked/2010/04/16/fiore-resubmit>

Typical consumers will not want to bypass the App Store in order to install alternative content, though enterprising geeks can search on the Internet for steps on how to do so. Note that Apple doesn't approve of or support these steps, and following them could cause problems.

Shopping on the iPad

To shop directly on the iPad, use the App Store app. Purchases will sync to your computer (and thus be backed up) next time you sync.

Here are a few tips for using the App Store app on the iPad:

- To browse in the iPad App Store app, use the Featured, Top Charts, and Categories buttons, located on the tab bar at the bottom of the screen.
- To search for a specific app (such as OmniGraffle or Instapaper) or with a keyword (such as Ithaca, meditate, or hockey), tap the Search field at the upper right, type your query, and press Search. To cancel a search, tap the Cancel button at the top left of the screen. To clear the Search field so you can search for another term, tap the X icon in the Search field.
- To change your iTunes Store account information (including payment method), or change the account associated with the iPad, tap Settings > Store.

To acquire an app from the App Store, follow these steps:

1. Tap the app's price button, or the FREE button.

The button changes to a green BUY APP or INSTALL APP button.

2. If you definitely want the app, tap the green button.
3. If you are not logged in to your iTunes Store account, you will be asked to log in. You must log in to continue.

The iPad shows the app icon with a dimmed icon on the first page of the Home screen that has a free spot. A page will be added if needed. A progress bar on the icon fills as the app downloads and installs. (Earlier, in [Drag](#), I explained how to rearrange app icons on the Home screen.)

Next time you connect your iPad to your computer, you may get a message asking if you want to copy your new app to your computer. Unless you want to delete the app entirely, you should click the Transfer button. (If you don't get the message, don't worry.)

Either way, iTunes begins syncing data between the computer and the iPad and you'll see messages about backing up and syncing. Your new app is being backed up to your computer. To verify that your app is on the computer, look for it in your iTunes library—in the iTunes sidebar, under Library, click Apps.

If your iPad gets lost or has a problem, you'll still have the app on your computer in your iTunes library. And, you can transfer the app from the iTunes library to another iPad or—if it's compatible—to an iPod touch or iPhone.

No Sync?

If you turned off the sync-related checkbox in the iTunes preferences, in the Devices pane, your iPad won't sync automatically. To enable syncing, turn this checkbox back on, or select the iPad in the iTunes sidebar and click the Sync button at the lower right.

Why disable syncing? You might prefer to avoid automatic syncs if you get frustrated with frequent, lengthy syncs that seem unnecessary or if you want to double-check your sync settings before your iPad syncs automatically. You might also wish to turn off syncing in certain problem-solving scenarios.

Shopping in iTunes

To shop for apps using your iPad's primary computer, first launch iTunes. The iPad doesn't have to be connected to the computer, but it's okay if it is.

In the iTunes sidebar, under Store, click iTunes Store. Apple occasionally changes the iTunes Store layout. Currently, a toolbar appears at the top of the main pane. In that toolbar, click App Store. To limit the displayed apps to only those that take advantage of the iPad's screen size, click iPad in the iPhone/iPad lozenge at the top of the screen (**Figure 18**).

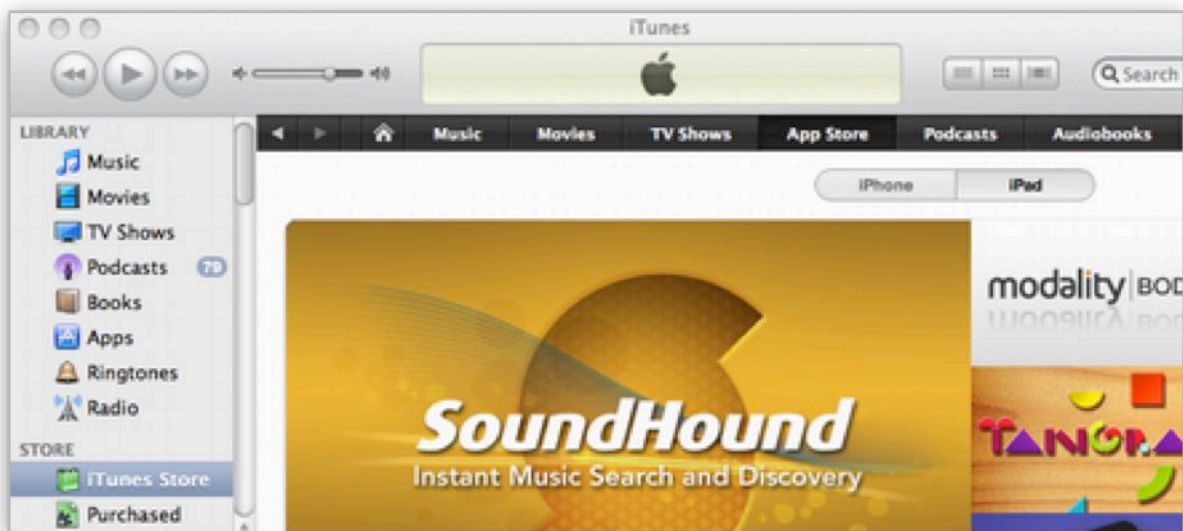


Figure 18: To view only iPad apps in the iTunes Store, first select iTunes Store in the sidebar (left). Once the store loads in the pane at the right of the iTunes window, click App Store at the top of the pane. Now, click iPad in the lozenge (shown near upper right) to view the iPad area of the store.

To browse by category: *Hover the pointer over App Store in the toolbar to see a tiny triangle. Click the triangle to display a menu of categories, and then choose a category.*

To acquire an app, follow these steps:

1. Evaluate how well the app will run on your iPad and on any other devices you might want to install it on:
 - **Not iPad-compatible:** The app won't run on your iPad, so don't buy it!

- **iPad-compatible:** The app was designed for the iPod touch and/or iPhone, but it will run on the iPad, albeit at a smaller size or with a bitmapped appearance. The developer might update it to a universal app free of charge to you, but the developer might instead release a new, iPad-only edition, forcing you to pay again if you want the iPad edition.

The PayPal app shown in **Figure 19** is iPad-compatible. It's also free, so there's no concern that you'd have to pay again if PayPal releases an iPad-only edition.



Figure 19: The PayPal app is compatible with the iPad, but it isn't designed for the iPad, a fact you can confirm on the app's iTunes Store catalog page.

- **Universal:** A universal app contains an iPad version *and* an iPhone/iPod touch version. You can install it on any such device and the proper version will run. The Amazon app in **Figure 20** is an example of a universal app.



Figure 20: The Amazon app has a + badge marking it as a *universal* app, designed for both the iPad and the iPhone/iPod touch.

- **iPad-only:** An iPad-only app should look great on your iPad screen and it will likely have features and controls that wouldn't make sense on a smaller iPhone screen. However, you can't copy an iPad-only app to an iPhone or iPod touch.
2. Click the app's price button (or the Free App button, as shown in **Figure 20**, above).
 3. If you are not logged in to your iTunes Store account, you will be asked to log in. You must log in to continue.

You'll briefly see status information at the top of the window as the app downloads. In the sidebar, you'll also see a Downloads item appear in the Store category. It disappears once the item has downloaded.

Once the app is downloaded, you can find it in your iTunes library: in the iTunes sidebar, under Library, click Apps.

Note: To work with the apps in the context of your iPad, connect your iPad to the computer, select it in the iTunes sidebar, and click the Apps tab at the right.

To transfer the app to your iPad, connect the iPad to your computer. The iPad should begin syncing (see [No Sync?](#), p. 54, if your iPad doesn't sync). You'll see messages in the iTunes status area about backing up and syncing. When the sync is complete, a copy of the app

appears on the iPad. All new apps that you synced for the first time on this sync appear in alphabetical order on the first page of the Home screen that has room. Earlier, in [Drag](#), I explained how to rearrange app icons on the Home screen and Dock.

START USING A NEW APP

Now that you've downloaded your app and placed it in a favorable location on your Home screen, it's time to try it out!

Here are some tips for exploring a new app:

- In the Settings app, tap the app's name in the left pane (some apps won't appear here, but many will). Special settings appear at the right. Review the settings, since they help you understand the features better. Customize them for how you think you'll use the app.

For example, when I checked the settings for the [NYT Editors' Choice](#) app (it's called NYTimes in Settings), I realized that the app can download articles automatically and it will delete articles after a customizable number of days have elapsed (**Figure 21**).




Figure 21: If I don't get around to reading an article for 7 days, the app will delete it. I was pleased to discover this feature in Settings.

- In the Settings app, in the left pane, tap Notifications. If Notifications is off, turn it on. Check the list below the Notifications slider for the name of your app. If you see it, tap it. Note the

available options and set them as desired. Once you've used the app for a while, you may wish to come back and tweak your choices.

What's a notification? A notification could be a message from an app that pops up on the iPad screen, even if the app isn't active. For example, I use the [Boxcar](#) iPhone app to give me a text notification if someone sends me a direct Twitter message. Notifications can also include sound alerts and badges on an app's icon.

- Open the app. If it's an iPhone app, it appears iPhone-sized in the center of the screen. You can enlarge it by tapping the 2x badge.
- Some apps have an info  badge on them, typically at the upper right. Click the badge to access settings.
- Rotate the iPad to see if the app provides different options in different orientations.
- Tap once in the center of the screen to see what happens. Tap twice.
- If an app has a tab bar (a *tab bar* is like a toolbar—a row of buttons, but Apple calls it a tab bar on the iPad), look for a More button at the right. It may lead to important additional controls.
- If the app has a Help option, read the help. You may also wish to look for help on the developer's Web site using a different computer. It's easier to read documentation on one screen while you use the iPad separately.
- If you want to move documents into the app from your computer, see [iTunes Document Transfer](#) and [Documents](#), ahead.

MANAGE APPS

Let's talk about a few app housekeeping tasks that you may wish to do, perhaps now, perhaps on a regular schedule, or perhaps only occasionally.

Update Apps

Your iPad apps will likely be updated occasionally—or even quite frequently—by their developers. If any updates are available, you'll see a red badge on the App Store icon on the Home screen. And, if you

open the App Store app, the Updates button on the tab bar will also have a red badge. The number in the badge is supposed to indicate the number of updates available, but the numbers don't always match.

To get updates directly with the iPad:

1. In the App Store app, tap the Updates button on the tab bar.

The Updates screen lists all available updates (**Figure 22**).

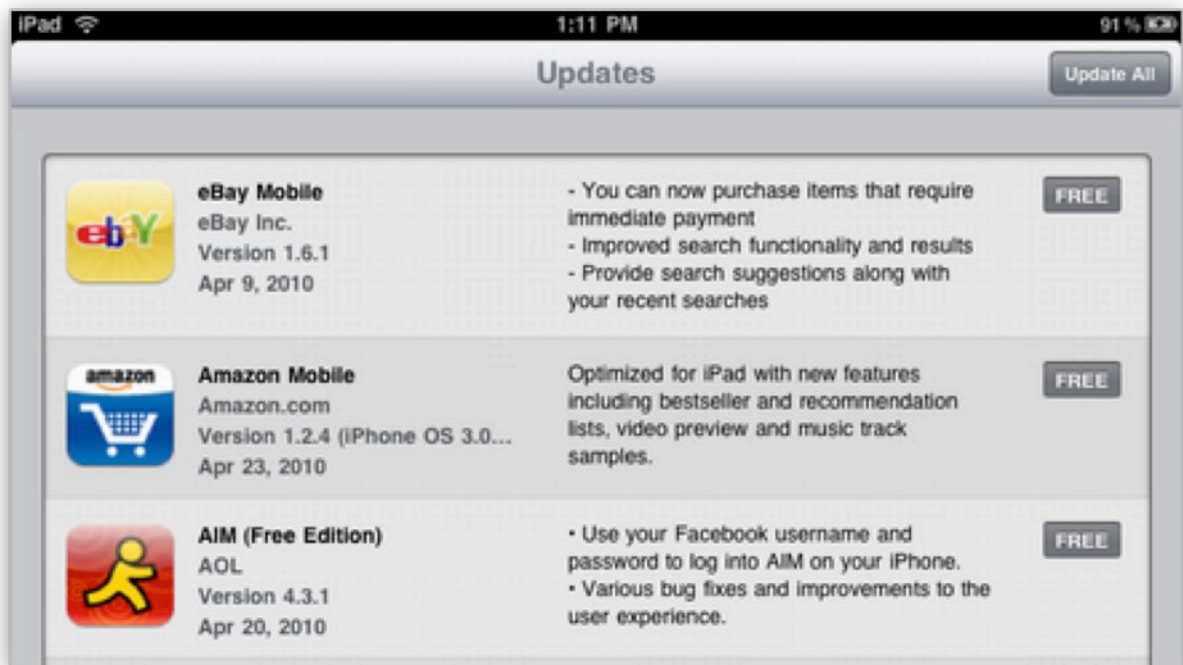


Figure 22: Review the information in the updates list to determine which updates you want to download.

2. Decide which apps you want to update. Consider the update descriptions, sizes, and prices (at the moment, all updates are free, though that may change in the future). If you are connected via 3G, you can update an app only if its size is less than 20 MB. If your connection is 3G or a slow Wi-Fi connection, as a rule of thumb, don't update more than 100 MB worth of apps at a time.
3. Next:
 - To download and install all the updates, tap the Update All button (at the upper right).
 - To download and install one update, tap its price, or the FREE button. Tap the now-green button again.

4. If you're asked for your iTunes password, enter it.

The iPad shows the Home screen with a gear spinning at the upper left. After a bit, the screen's focus switches to a downloading app's icon. A status bar in the icon fills as the update downloads and installs.

You can also download updates within iTunes:

1. In the sidebar, click Apps.
2. At the lower right of the Apps pane, click the arrow that goes with an update notice (**Figure 23**) or click Check for Updates.

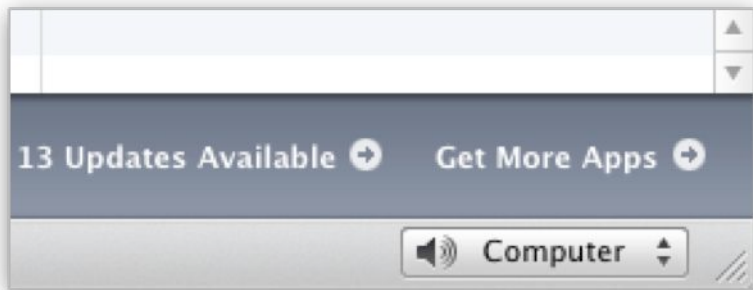


Figure 23: In iTunes, with Apps selected in the sidebar, you may see an updates notice like this one at the lower right of the window. Click the small arrow to the right of "Updates Available" to view your updates.

If you clicked Check for Updates and you get a message saying that no updates are available, then you're done. Otherwise, if you get a message asking if you'd like to view available updates, click the View Updates button to display the My App Updates screen.

3. In the My App Updates screen:
 - To download all the updates, click Download All Free Updates (at the upper right). In most cases, it's easiest to download all free updates in this fashion, unless you're certain you don't want to update a particular app.
 - To download an individual update, click its Get Update button.
4. If you're asked for your iTunes password, enter it.

iTunes downloads your updates. Next time you sync your iPad, any updated apps will transfer to the iPad, overwriting the old versions.

Share Apps

You can share apps among any other iPhones or iPod touches that you sync from the same iTunes library that your iPad syncs to. So, if you own an iPod touch, there's no problem with sharing compatible apps between the iPod touch and the iPad. Or, if your household has one computer, two iPhones, and two iPads, all the devices can share the iPhone apps and both iPads can share the iPad-only apps.

If you want to bring more than one computer into the sharing scenario, I strongly recommend that you not sync *one* iPad to *two* computers unless you have a compelling reason to do so. It is possible to do this if you are careful with your sync settings in iTunes, but the details are beyond the scope of this ebook. Alternatively, consider syncing some items via MobileMe, Google Calendar, or Microsoft Exchange instead of double-syncing with two copies of iTunes on two computers.

However, in the more common scenario of two iPad users in one household, each with a computer, or one iPhone user with a computer and one iPad user with a second computer, both people can share apps between the computers and then transfer the apps to the various devices. In fact, anyone with an iTunes account can sync apps from his account to a total of five computers.

Coordination is key! *If you have more than two computers and computer users in your house, pay attention to who buys which types of media and who shares what so you don't end up with a mess. It may seem simple now, but as you buy new computers and get rid of old ones, it may become confusing. For the details on authorizing—and de-authorizing—a computer to share purchases from an iTunes account, read <http://support.apple.com/kb/HT1420>.*

The easiest way to share apps between computers on a local network is to turn on Home Sharing on each computer's copy of iTunes. To do so, on each computer, in iTunes, choose Advanced > Turn On Home Sharing and then enter the account information for the iTunes account you want to share. You must enter the same account info on each computer.

A shared library appears in the iTunes sidebar under the Shared category. You can copy shared items by dragging them from a shared library to your own library—in this case, select Apps in the shared

library, select the item(s) that you want to copy, and then drag them to the library region in the iTunes sidebar (**Figure 24**). You can also select items in a shared library and then click the Import button at the lower right.



Figure 24: To copy apps from a library shared with Home Sharing, first select the shared library's Apps category, as I've done here in the turtle library near the lower left. Then, at the right, select one or more apps and drag them to the Library region of the sidebar. A red badge on the dragged-in selection indicates how many apps (six in this case) will be copied when you release the mouse button.

Now that you've transferred the apps, you can sync them to any iPad that normally syncs to this computer.

Transfer Automatically

You can transfer purchases automatically from a shared library to your iTunes library:

1. Under Shared in the iTunes sidebar, select the shared library.
2. At the lower right, click the Settings button.
3. Select the types of iTunes Store purchases that you want to transfer automatically, and then click the OK button. This setting applies only to new purchases, not existing items.

Tip: To learn more about setting up and using Home Sharing, consult <http://support.apple.com/kb/ht3819>.

Send Feedback

If you're happy—or unhappy—with an app, you can let the developer know. You can write a review in the App Store on the app's page, though that will do more to inform other users about your experiences than to inform the developer. The App Store allows you to write a review only if you have downloaded the app in question. To send more personal feedback and possibly get a response, find the developer's Web site and look for contact information. Also, some apps have Facebook pages or Twitter feeds. Many developers care deeply about the quality of their apps and are open to your feedback, and they find the one-way nature of App Store reviews frustrating.

Delete an App

You can delete an app from just your iPad, from just your iTunes library, or entirely from both.

Delete from the iPad

To remove an app from your Home screen, but keep it in your iTunes library in case you want it later, or in case you want to use it on some other Apple device, delete it using one of these techniques:

- **Use the iPad:** Find the app on the Home screen. Touch its icon until all the icons wiggle. Then tap the X badge that appears on the icon for the app you want to delete. If you're asked, confirm that you do want to delete the app, and if you wish, give it a star rating. Finally, press the Home button to stop the app icons from wiggling.

Delete app data?! *When you delete an app, the iPad deletes the app's data—information such as settings, scores, and any files stored in the app's file store on the iPad itself. Most app data is saved in your iPad backup, but you can't recover individual files. It's all or nothing. See [Know Backup Basics](#), later, to learn more about this important topic.*

No X? *You can't delete the default Apple apps. If you don't want one cluttering up your Home screen, the best you can do is relegate it to a page way to the right.*

- **Use iTunes on your computer:** Connect your iPad to your computer, and in the iTunes sidebar, select your iPad and click the Apps tab. Locate the app in the apps list at the left and deselect the app's checkbox.

Next time you sync your iPad, the app will be removed from the iPad.

To restore the app to your iPad, select the iPad in the iTunes sidebar and click the Apps tab. Locate the app in the apps list at the left and select the app's checkbox.

Delete from iTunes

To remove the app entirely from your iTunes library, so it won't show up as a syncing option for your iPad or any other Apple device:

1. In the sidebar, in the Library category, select Apps.
2. Select the app that you want to delete.
3. Press Delete (or choose Edit > Delete) and click Remove in the first dialog that appears. A second dialog checks to see how serious you are:
 - To remove the app entirely, click Move to Trash. The app will be removed from your drive next time you empty the Trash on your computer.
 - To remove the app from your library but be able to bring it back later, click Keep Files.

If you chose the second option in Step 3, above, your apps are stored as .ipa files. By default, they are stored nested down several levels in your

user folder. Exactly where they are stored depends on which operating system you are running:

- Mac OS X: ~/Music/iTunes/iTunes Media/Mobile Applications/
- Windows XP: ~\My Documents\My Music\iTunes\iTunes Media\Mobile Applications\
- Windows Vista: ~\Music\iTunes\iTunes Media\Mobile Applications\
- Windows 7: \My Music\iTunes\iTunes Media\Mobile Applications\

What's the ~ in the path? The paths above use a tilde (~) to tell you to start from your user (home) folder. This is a common techie shortcut.

To return an app to your iTunes library, drag its file from the Mobile Applications folder into the iTunes window or to the iTunes icon on the Dock.

Recover a Deleted App

To recover a deleted app, you can re-download it from the iTunes Store. Pretend you are buying it again and click the price button. iTunes will present a dialog telling you that you can download the app again for free; just click OK.

If you initially acquired the app through Home Sharing: Copy it over, once again, from the shared iTunes library.

Move Files and Data between the iPad and Your Computer

By “files and data,” I mean nearly anything digital: ebooks, audio books, podcasts, music, calendar data, contact information, email messages, iWork documents, graphics, photos, and so on.

Sometimes, files and data arrive on the iPad directly from the Internet. For example, if you configure the Mail app, it will load your email. And, if you install the Facebook app and use it to log in to your Facebook account, you’ll be able to see your profile and news feed. Further, if you install the Kindle app and then use it to log in to your Kindle account, you’ll gain access to your Kindle ebooks. And, apps such as [Pandora Radio](#) and [Netflix](#) can stream data to your iPad.

However, in this section I talk about what to do if you need to move data *not* between the iPad and an Internet service, but instead between your iPad and your computer.

Some of the options are straightforward because they involve a direct, physical connection between your computer and your iPad, but others are more complex because they use an online service as an intermediary. These complex options often require more configuration and they slightly break down the black-and-white distinction that I made above about moving data between the iPad and the Internet versus moving data between a computer and the Internet.

In this section, I explain the options and help you devise a strategy.

KNOW IMPORTANT BACKGROUND INFO

If Apple were starting fresh with the iPad, we’d likely have a straightforward scheme for moving files between a computer and an iPad. Instead, Apple built on the technological underpinnings of the

iPhone/iPod line, creating a situation that makes more sense if you've been using those devices from the beginning.

Apple began with the iPod, which was originally a simple audio player. To put audio files on any iPod, you attach the iPod to a computer with a cable, select the iPod in iTunes, and set up a file transfer from the iTunes library to the iPod. Because iTunes is the main Macintosh program for organizing music and other audio files, this made sense. Apple also developed a version of iTunes for Windows users, and Apple even devised some neat technology that enables you to subscribe to a podcast on the computer and then—if you are good about regularly connecting the iPod to the computer—automatically sync fresh podcast episodes to the iPod.

Note: The iPod app on the iPad is where you listen to audio files copied from iTunes.

Then Apple made it possible for some iPods to display photos. iTunes doesn't store photos in its library, so Apple made iTunes an intermediary between the iPod and your photos (iPhoto on the Mac), so you can easily transfer photos to the iPod along with your audio files. Also, many iPods have Calendar and Contacts apps, so Apple made iTunes the intermediary for transferring that data as well.

Next, Apple gave some iPods the capability to play videos and third-party games. Instead of creating iVideos and iGames, or some other program to copy those file types to iPods, Apple added video and game options to iTunes. To move these items to the iPod, you put them in your iTunes library, just like audio files, and then transfer them to the iPod.

What began simply—using iTunes as an interface to transfer audio files over a basic cable connection—became more complex, since photos, contacts, calendars, and games have nothing to do with iTunes, and even videos are somewhat stretching the metaphor. However, the technology works well and it's easy to use.

It would likely be easy for Apple to create a more sensible option on the Mac, but I've heard it suggested that Apple has continued using iTunes as a transfer utility because it is a reasonable cross-platform solution that works similarly on the Mac and under Windows.

Older iPods lacked Internet access and keyboards, so you couldn't create much of anything on them beyond On the Go playlists—for the most part, information moved in one direction, from the computer to the iPod. However, the situation became more exciting with the iPod touch and the iPhone, because you can put data on those devices in a variety of ways: via the iPhone's camera, by recording audio, by downloading from the Internet, with an app's multi-touch interface, or with an onscreen keyboard.

With the iPod touch and iPhone, data doesn't transfer in one direction from iTunes; instead it generally *synchronizes*, so any data you've downloaded or entered on the device transfers to the computer and appropriately mingles with data already on the computer. For example, if you buy a song directly from the iTunes Store on the device, that song copies to the iTunes library on the computer. And, if you enter a meeting in the Calendar app, that calendar event copies to your computer.

Photos taken on the iPhone add a twist—if you take photos on your iPhone, photo-management software—such as iPhoto on the Mac—will (likely) launch when you connect the iPhone to the computer, so you can download the photos to the computer. However, photos still move from the computer *to* the iPhone through iTunes.

If that wasn't enough, the iPhone and iPod touch also introduced wireless syncing options that move data via the Internet. For example, you can enter an appointment in the Calendar app on your iPhone while you are at your doctor's office and have the appointment appear in the calendars on your office and home computers automatically, within minutes. Or, you can add a bookmark to your Web browser at work and have it appear in the Safari app on your iPod touch at home automatically.

The iPad adds even more options, because it can use iTunes to transfer (but *not* sync) copies of documents—such as word processing files, and spreadsheets—between the iPad and a computer.

Now that you know your history, you have the background to understand what's going on when you move files between your computer and your iPad.

DEVISE A STRATEGY

The most straightforward way to move data and files between your iPad and your computer is through iTunes, but you can also use the Internet to transfer data. So:

- If you aren't interested in moving data via the Internet, your best strategy is to [Transfer with iTunes](#), as I describe a few pages ahead.
- If you want more details before you decide, or if you want to refine your strategy and figure out what you'll transfer via iTunes and what via the Internet, keep reading.

Tables 2–3 summarize the types of data that can be transferred to an iPad, where it comes from, where it goes, and where you configure it.

While you peruse the tables, keep the following in mind:

- **“Info” data:** Data that you configure on the iTunes Info tab can be synced wirelessly, typically using a MobileMe connection, but—depending on your situation and overall geekiness—most of it can alternatively be synced via options including [Microsoft Exchange](#) or [Google Sync](#). An exception is notes, which at present can transfer only via iTunes; see [An Important Note on Notes](#) (p. 72).
- **Media files:** You can download media directly to your iPad, so you don't have to use iTunes as an intermediary. However, if you use iTunes for podcasts, you'll get more features—like automatic downloading and automatic deletion of older or listened-to episodes. When you back up your iPad, you do not back up media stored only on the iPad. To back up media, you *must* sync it with your iTunes library.
- **Documents:** You can use online or cloud-based file-sharing services—such as iDisk (part of MobileMe) and Dropbox (a popular online file-sharing service) to share documents between a computer and an iPad. These services work over the Internet and do not rely on iTunes at all. However, some apps rely on iTunes-based file transfers.
- **Power considerations:** If your iPad won't charge effectively from your computer, you may be less enthused about habitually connecting it to iTunes for syncing. (See [Pick a Powerful Port](#).)

- **Logistics:** If your computer isn't located near where you want to use your iPad, it will be more difficult to connect to iTunes regularly.

I suggest that for each piece of data listed in **Tables 2–3**, you devise a plan for whether you want to transfer it between your computer and your iPad and—if you do want to—how you plan to do so. You might even write it down, so you can remember later.

Table 2: Syncing an iPad via iTunes, Info Tab			
See the notes on the next page for special details!			
Data	Desktop Computer Application	Sync or Copy?	iPad App
Contacts	Mac: Address Book and most modern contact programs Windows: Several options The cloud via a desktop computer: Yahoo Address Book, Google Contacts	Sync	Contacts
Calendars	Mac: iCal and most modern calendar programs Windows: Microsoft Outlook 2003 or 2007	Sync	Calendar
Email account settings, but not email messages	Mac: Mail Windows: Microsoft Outlook 2003 or 2007 or Outlook Express	Copy to iPad, but not vice-versa	Mail
Web bookmarks	Mac: Safari Windows: Internet Explorer or Safari	Sync	Safari
Notes	Mac: Mail's On My Mac mailbox, may require Mac OS X 10.5.8 Leopard or later Windows: Microsoft Outlook 2003 or 2007	Sync	Notes

More on Macintosh Calendar and Contact Syncing

When iTunes syncs certain types of data—such as contacts and calendar events—from the Mac to an iPad, it isn't syncing directly from Address Book and iCal. Instead, iTunes works with the "truth database" on the Mac. This database receives information from Address Book and iCal, and from many third-party address book and calendar programs. Thus, you needn't use Address Book or iCal in order to sync contacts and calendars with your iPad.

The truth database also tracks the sequence of changes, so if you change the same data on the iPad and the Mac, the database decides which change is more recent.

To learn a great deal more about Macintosh syncing, along with detailed advice on syncing to an iPhone (which is nearly identical to syncing to an iPad), consult [Take Control of Syncing Data in Snow Leopard](#).

More on Windows Calendar and Contact Syncing

When you sync data from the Info tab with a computer running Windows, you can sync only to one particular application. According to the iPad's documentation, your choices for contacts are Yahoo Address Book, Google Contacts, Windows Address Book (Microsoft Outlook Express), Windows Vista Contacts, and Microsoft Outlook 2003 and 2007. For calendars, the documentation lists Microsoft Outlook 2003 and 2007.

An Important Note on Notes

Unlike the rest of the data in **Table 2**, just previously, notes associated with the iPad's Notes app can sync with the iPad *only* through iTunes, not wirelessly through MobileMe. Apparently, Apple is working on adding a MobileMe-mediated notes sync.

However, several third-party apps offer *vastly* better note-taking options than those in Apple's Notes app. And, a few even sync notes between an iPad and other devices. In [Take Control of Working with Your iPad](#), Joe Kissell describes noteworthy options.

Table 3: Syncing an iPad via iTunes, Other Tabs

iTunes Tab	Sync or Copy?	iPad App
Apps	Syncs between your iTunes library and the iPad.	
Documents	A document can be copied from your drive to and from a single app.	
Music	Syncs from the iTunes library; pay attention to settings.	iPod
Movies (commercial and personal)	Syncs from the iTunes library. Non-rented movies sync; pay attention to settings. Movies rented on the computer can be copied to the iPad, but <i>not</i> vice-versa. Configure movie copying from iPhoto to the iPad on the Photos tab.	Videos
TV Shows	Syncs from the iTunes library; pay attention to settings.	Videos
Podcasts	It works best to think of episodes as going one way from your iTunes library to your iPad. Set up the sync to remove older episodes from your iPad.	iPod for audio podcasts, Videos for video podcasts
iTunes U	It works best to think of episodes as going one way from your iTunes library to your iPad. Set up the sync to delete older episodes from your iPad.	iPod for audio, Videos for video
Books	Syncs from your iTunes library, except iBookstore samples don't sync. You can copy an ebook in EPUB (now) or PDF format (likely by the time you read this) to your iTunes library.) See also iBooks Wireless Sync , ahead.	iBooks for ebooks, iPod for audiobooks
Photos	Within iTunes, copies <i>from</i> your iPhoto library or other photo-editing software, or a folder on your hard drive, <i>to</i> the iPad.	Photos

Feeling unsure? *You don't have to transfer everything right away. Start with one or two items that you most want to get working and add more as time passes.*

Tip: No matter what, you'll want to connect your iPad to a computer occasionally, because that's how you download and install operating system updates and make backups.

TRANSFER WITH iTunes

For any type of data that can be synced in iTunes, you control what transfers by selecting the iPad in the iTunes sidebar (see [How to Connect](#)) and working through the various tabs that appear to the right. Most tabs—Music, Movies, TV Shows, Podcasts, iTunes U, Books, and Photos—are reasonably self-explanatory, but to be sure you start on the right foot, I want to offer a few tips.

General Advice

Remember, you won't see any tabs unless your iPad is selected in the iTunes sidebar. As you work your way through the tabs, be sure to scroll down all the way in each tab, since important options are sometimes located a ways down; for example the Info tab has a laundry list of options (described in **Table 3**, previous page) that consumes about three screens on my MacBook.

After making changes in a tab, click the Apply button in the lower right corner to save your changes; if you didn't mean to make them, click Cancel instead.

Your iPad will most likely begin syncing as soon as you connect it to iTunes (if not, see [No Sync?](#), p. 54). You can also initiate a sync at any time by choosing File > Sync "*iPad Name*".

iTunes Media Transfer

Notice a few special settings on the Summary tab, in the Options section. Some of these—"Sync only checked songs and videos" and "Manually manage music and videos"—give you fine-grained control over which music and video files transfer to the iPad. (However, that control may come at the expense of your sanity, if you have a lot of media.) Also note the "Convert higher bit rate songs to 128 kbps AAC"

checkbox in the Options section, since selecting it reduces the amount of space that your music consumes on the iPad.

If you need more advice and steps: To find out how a media maven syncs his iPad, read along with Jeff Carlson while you set up your iPad media syncing, in [Take Control of Media on Your iPad](#).

If you've transferred photos to your iPad directly via the iPad Camera Connection Kit, if you have saved photos attached to email messages, or if you've taken screenshots by pressing the Home and Sleep/Wake buttons simultaneously, when you connect your iPad to your computer, photo-management software may launch and offer to import the photos. You can import the photos or quit the software.

iTunes Document Transfer

The procedure for copying documents between an iPad and a computer works differently from the other options:

1. In iTunes, with your iPad selected in the sidebar, click the Apps tab at the right and scroll down to the File Sharing section.

If an app supports copying files in and out of its file store, you should see it in the Apps list at the left.

2. Select the app from the Apps list.

A Documents list for that app appears at the right.

3. Click the Add button to add a document to that app. (On a Mac, you can also drag a file icon from a Finder window to an app's Documents list.) For example, I like to add PDFs from the Take Control ebooks series to the GoodReader for iPad app (**Figure 25**).

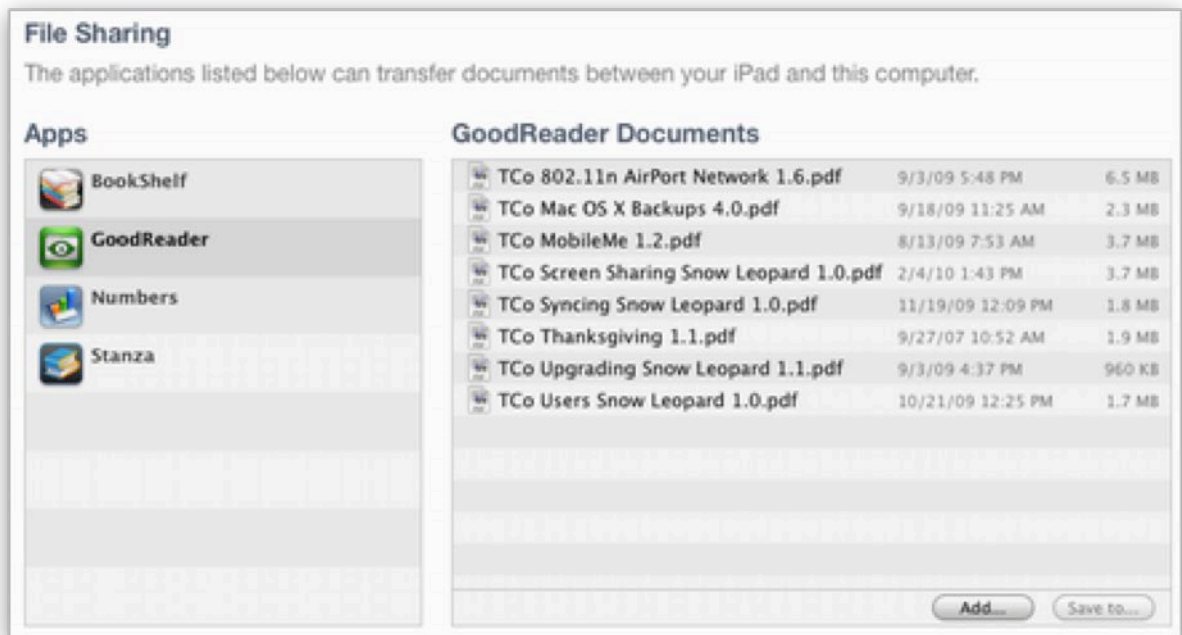


Figure 25: In the File Sharing section of the Apps tab, you can copy a document to a particular app. To see which documents you’ve already copied to an app, select the app’s name at the left, as I’ve done here with GoodReader. Click the Add button (lower right) to add a file.

The document copies immediately to the iPad. You can access it in the app you copied it to.

You can also copy files from an app’s file store to your desktop computer. To do so, follow the steps given just previously, but in Step 4, select the document(s) that you want to copy and then click the Save To button.

The PadSync Alternative

If you need to transfer a lot of documents between a Mac and an iPad, if you want move files between iPad apps, or if you want the documents to sync in both directions instead of just copying, PadSync may be what you are looking for. This \$9.95 utility from Ecamm Network does all these tricks with a pleasant, simple user interface (<http://www.ecamm.com/mac/padsync/>). Unfortunately, it doesn’t run under Windows.

iBooks Wireless Sync

Apple has announced that a forthcoming version of iBooks will run on the iPad, iPhone, and iPod touch, and that ebooks themselves, as well as any notes and bookmarks, and your place in each ebook will sync wirelessly between these devices so long as each one uses the same iBookstore account. I don't know if wireless syncing will work with ebooks that you didn't buy from the iBookstore, but this will be easy to determine once the new version of iBooks becomes available in June 2010.

In case you were wondering, the iBooks wireless sync is rather similar to Amazon's Whispersync service for the Kindle, which syncs bookmarks and reading position among any Kindle device or software that's connected to your Amazon Kindle account.

TRANSFER VIA THE INTERNET

This topic has two parts—[Data](#) and [Documents](#). Calling these subtopics “Data” and “Documents” is a slightly slippery decision, because a document *is* data, but let's not get hung up on the semantics, since the technology world has yet to come up with solid terminology for this distinction.

For our purposes, *data* consists of tiny things like calendar events and browser bookmarks. You would not typically have (or, at least, work with) a separate file on your hard drive for a single data item. In contrast, *documents* are items like PDF files and spreadsheets, items that you would normally think of as separate files on your hard drive.

Data

To transfer data to and from your iPad wirelessly without the help of iTunes, you have a few choices:

- Sync with Apple's MobileMe online service.
- Sync with a server that uses Microsoft Exchange ActiveSync. This includes Microsoft Exchange or Google Sync. Google Sync works with Google Calendar and Google Contacts.

- View calendars shared via CalDAV or iCalendar. This read-only option includes Google Calendar, Yahoo Calendar, read-only iCal calendars, and other options.
- View read-only contact data from an LDAP server. (You can search for a contact in the Contacts app, in the Groups screen.)

Read **Table 4** for a summary of these options and to determine which might work for you. After **Table 4**, I look more carefully at each option.

Wireless Syncing Can Get Geeky

If your first try at setting up wireless syncing works smoothly, feel free to ignore anything in **Table 4** that you don't understand. However, if it doesn't work, you may have to do some research or get help from a smart friend, since syncing can get hairy quickly, and describing all the options is beyond the scope of this ebook.

***Mix and match?** Although it is usually possible to mix and match these wireless techniques, I suggest getting one working exactly the way you want before adding another. Mac users can consult [Take Control of Syncing Data in Snow Leopard](#), which describes many of the gotchas and best practices.*

Table 4: Wireless Options for Putting Data on the iPad

Method	Pros	Cons	Notes
MobileMe	Common method, well-known, well documented. Synced data can also be viewed on the Web.	Annual \$99 fee, though family packs and smart shopping can lower the cost. No notes sync from the Mac at present. For calendars and contacts, must sync all or none; can't pick and choose as you can with iTunes sync.	For direct Windows calendar syncing, works with only Outlook 2003 and 2007. Works with iCal and many other Mac programs.
Microsoft Exchange ActiveSync	Works with Google Sync to sync Google Calendar and Google Contacts Works with Microsoft Exchange servers Free to you.	Microsoft Exchange sync may require coordination with your IT department. Google-related sync often poorly documented; features may change with no notice.	Data can also sync with a Mac running 10.6 Snow Leopard, at which point it could sync to via iTunes or MobileMe. Under iPhone OS 3, the iPad can sync to only <i>one</i> Exchange Active sync source.
CalDAV and iCalendar	Handy if your employer or school publishes data in one of these formats. Free to you.	Contact data can be viewed, but not edited. Meeting invitations can't be accepted.	Use this option to "subscribe to" "published" iCal calendars. You can view Google and Yahoo calendars this way.
LDAP	Handy if your employer or school publishes data this way. Free to you.	Contact data can be searched and viewed but not edited.	Data isn't stored on the iPad, but you can search for a desired contact wirelessly.

MobileMe

The MobileMe online service (<http://www.apple.com/mobileme/>) offers a grab bag of features, including:

- iDisk online storage (accessible on the iPad, but not in most apps; also accessible on your computer, iPhone, or iPod touch; has a password-protected public folder for making files generally available to the world).
- Find My iPhone (it works with the iPad, too).
- Remote Wipe (can erase the contents of a stolen iPad, assuming the iPad is online).
- Email accounts with optional webmail access.
- Integration with Apple's iLife software suite, providing an optional Web server for your iWeb sites as well as online photo and movie galleries for iPhoto and iMovie.
- Most pertinent to this discussion, a MobileMe sync can transfer data from your computer, iPad, iPhone, or iPod touch to the MobileMe server cloud, where you can access it via the Web by logging in to your me.com account. Once it's in the cloud, you can further sync it with any—or all—of these devices.

MobileMe costs \$99 per year from Apple, but before you purchase it, consider these money-saving options:

- Shop on Amazon. Amazon often sells the [MobileMe Individual](#) and the [Mobile Me Family Pack](#) at a \$20 or \$30 discount.
- See if Apple offers you a free trial period. That can be a good way to try the service. As I write this, Apple currently offers 60 days for free at <http://www.apple.com/mobileme/>.

Tip: To learn much more about MobileMe, read [Take Control of MobileMe](#).

Before you set up MobileMe syncing, make sure you know the answer to these two questions:

- **Where is the data that I want to sync?** If your iPad is new, the answer is easy—the data is on your computer. But, if you've had the


iPad for a while, you may not have identical data on the iPad and on the computer. I suggest syncing the data between your iPad and your computer with an iTunes sync immediately before you start syncing with MobileMe.

Warning! *The directions below assume that your computer has a full copy of the data.*

- **Do I have a backup?** If you aren't paying attention, or if something unexpected happens, it is possible to lose data when syncing. If your backups are disorganized or you aren't certain how you would restore important data, **take steps to avoid problems before proceeding.** (My colleague Joe Kissell holds you hand through your first back up from start to finish in [Take Control of Easy Mac Backups.](#))

All that said, to set up MobileMe from a Mac, follow the directions below (skip ahead a page for Windows directions).

To set up MobileMe syncing on a Mac:

1. Open System Preferences by clicking its icon in the Dock or choosing System Preferences from the Apple  menu.
2. In System Preferences, click MobileMe to open the MobileMe pane.
3. If you're not signed in to MobileMe, sign in.
4. Click the Sync button to switch to the Sync view.
5. Select the "Synchronize with MobileMe" checkbox.
6. From the pop-up menu beside the checkbox, choose Automatically. (You can choose another option later, but I generally recommend Automatically because it moves your changes quickly, thus making them available in multiple locations and minimizing the chance of a sync conflict.)
7. Select the data types that you want to sync. You can sync all the options to MobileMe, but only Bookmarks, Calendars, Contacts, Mail Accounts, and Notes will further sync to the iPad (**Figure 26**).

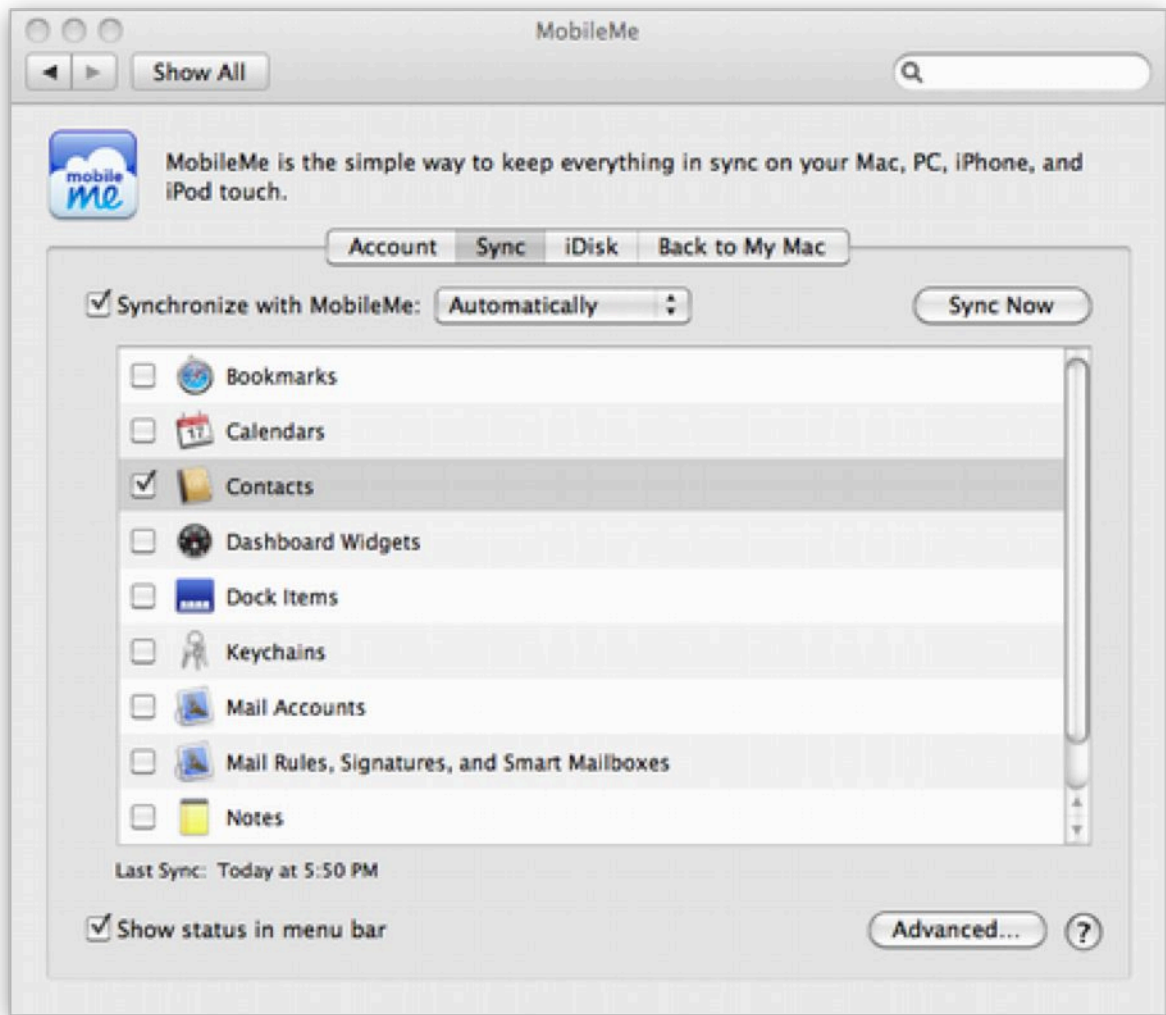


Figure 26: I’ve set up automatic MobileMe syncing for my contacts.

8. Click the Sync Now button.
9. Skip to the paragraph just after the next set of steps (that’s after Step 6, next page).

To set up MobileMe syncing in Windows:

1. Download and install the MobileMe Control Panel from http://support.apple.com/downloads/MobileMe_Control_Panel_for_Windows.
2. Open the MobileMe control panel and confirm that you are signed in. If you’re not, sign in.
3. Click the Sync tab.
4. Select the “Sync with MobileMe” checkbox. From the pop-up menu beside the checkbox, choose Automatically. (You can choose

another option later, but I generally recommend Automatically because it moves your changes quickly, thus making them available in multiple locations and minimizing the chance of a sync conflict.)

5. Configure how you want to sync Contacts, Calendars, and Bookmarks.
6. Click the Sync Now button.

Now that you've set up syncing from your computer to MobileMe, wait a few minutes (or, maybe 20 minutes, depending on the mood of the technology pantheon); then log in to your MobileMe account at <http://www.me.com/> to confirm that your data has arrived.

You're almost done. It's time to set up MobileMe on the iPad:

1. In the Settings app, tap Mail, Contacts, Calendars.
2. Now under Accounts:
 - If you already have a MobileMe account listed, tap it.
 - If you don't have a MobileMe account listed, tap Add Account; then tap MobileMe. Enter your account information. I suggest leaving the Description field at its default or indicating that it's a MobileMe account. Then tap Next.

The iPad verifies your account information and shows the MobileMe dialog (**Figure 27**).

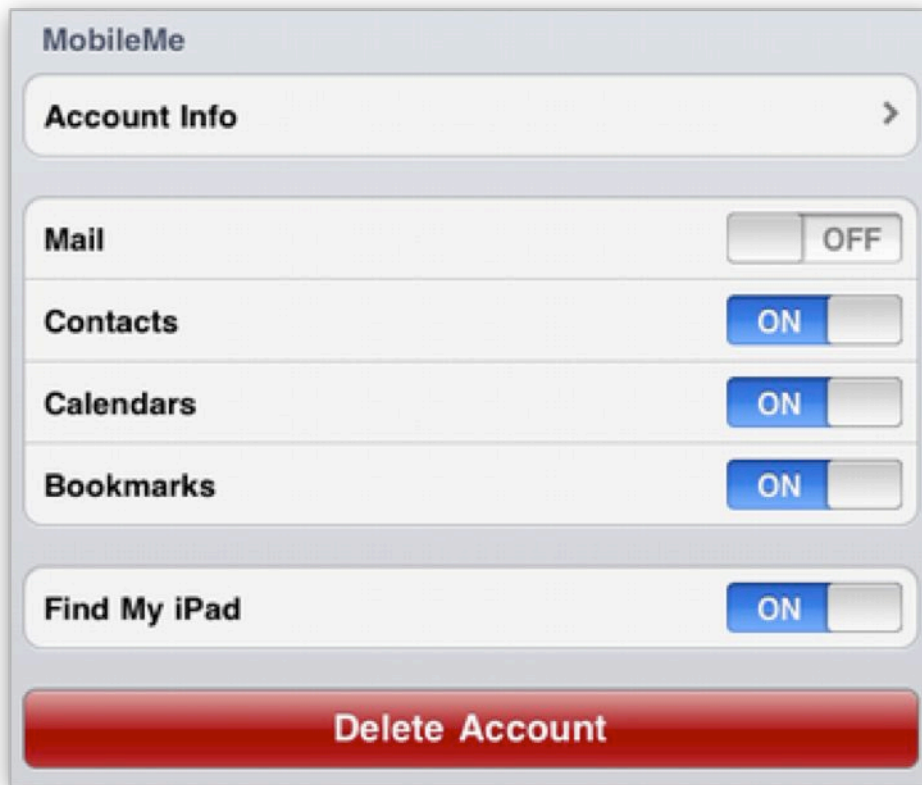


Figure 27: You can set what types of data you want to sync and turn on Find My iPad.

3. Set the toggle switches for Mail, Contacts, Calendars, and Bookmarks the way you want. If a switch is on, the corresponding data will synchronize between MobileMe and the iPad (in the case of email account information, it transfers only *to* the iPad).

Find My iPad? If you like the idea of being able to log in to the MobileMe Web site to figure out where your iPad is (more or less), make it beep, and make it display a message, turn on Find My iPad.

4. Tap Save.

The iPad configures your sync and returns to the main Mail, Contacts, Calendars settings screen.

5. Set how often you want the sync between the iPad and MobileMe to occur; see [Set Up Push or Fetch](#), a few pages ahead.

Note: When I tried to sync about 1,800 contacts from MobileMe to my iPad over a fast Wi-Fi connection, it took about 10 seconds for the contacts to appear in the Contacts app.

Microsoft Exchange ActiveSync

Microsoft Exchange ActiveSync (EAS) is a *protocol* (set of rules for communicating in a certain way) invented by Microsoft and licensed to various companies including Apple, Google, and Palm. It was designed for push data syncing with mobile devices. With respect to the iPad, two common examples of ActiveSync servers are Microsoft Exchange and Google (through Google Sync), though other options do exist.

The iPad can sync with only a *single* ActiveSync server account.

Coming in iOS 4: In iOS 4, you'll be able to sync the iPad to more than one account on an ActiveSync server and to more than one ActiveSync server.

I give some pointers for working with Microsoft Exchange and Google Sync next.

Microsoft Exchange

If your employer uses Microsoft Exchange, you may be able to set up your iPad to sync work-related contact and calendar data, for instance, between the Exchange server and your iPad. The details and quirks of this process are beyond the scope of this book, however, I do cover the basics.

Coming in iOS 4: In iPhone OS 3, you can sync with Exchange Server 2003 (SP2) and 2007 (SP1), but not Exchange Server 2010. iOS 4 will support Exchange Server 2010.

To set up Exchange syncing, I recommend that you begin by asking your IT department about iPad support. Your organization may have a configuration profile for your iPad. A *configuration profile* can include settings for accessing the Exchange server, along with Exchange email account settings, and security-related settings. If you receive a configuration profile in email or via the Web on your iPad, tap it to begin installing it.

Tip: You may find it useful to consult the appendix, “iPad in the Enterprise” in the iPad manual, at http://manuals.info.apple.com/en_US/iPad_User_Guide.pdf. And, for real-world help that includes troubleshooting advice and pointers on Step 3 below, I like <http://blog.fosketts.net/guides/ipad-exchange-activesync/>.

However, if talking to your IT department isn’t feasible, try this:

Warning! *If you already have contacts and calendar data on your iPad, your first sync may replace that iPad data with the data from the server.*

1. In the Settings app on the iPad, tap Mail, Contacts, Calendars.
2. In the pane at the right, under Accounts, tap Add Account; then tap Microsoft Exchange.
3. Enter your account details and tap Next. (See the Tip just before these steps if you need help.)
4. Set up the items you want to use on the iPad: Mail, Contacts, and Calendars.
5. Set how often you want to sync between the iPad and the Exchange server; read [Set Up Push or Fetch](#), a few pages ahead.

Wait a few minutes, and then check your iPad to see if new data has arrived.

Google Sync

You set up syncing to Google Sync with the same steps that I gave just previously for setting up a Microsoft Exchange account (Really!). Because the specifics of these steps change every so often, refer to this Google Help page for the most current directions <http://www.google.com/support/mobile/bin/answer.py?hl=en&answer=138740>.

Warning! *If you already have contacts and calendar data on your iPad, your first sync may replace that iPad data with the data from the server.*

After you follow the steps given in Google Help page linked just previously and [Set Up Push or Fetch](#) for your Gmail account, you should be successfully syncing between the iPad's Calendar app and your *primary* Google calendar. However, you may wish to sync with multiple Google calendars.

To sync the iPad's Calendar app with multiple Google calendars that you own or subscribe to:

1. On your iPad, in Safari, go to <http://m.google.com/sync>.
2. If you're not already signed in, sign in.

A list of devices that you've set up for Google Sync appears.

3. Tap iPad.
4. In the resulting Settings screen, select the checkboxes for the calendars you want to sync; then tap Save.

Tip: For more information, or if you need the steps for a Google Apps account, read <http://www.google.com/support/mobile/bin/answer.py?hl=en&answer=139206>.

CalDAV, iCalendar, and LDAP

To connect your iPad to a calendar or contact directory, follow these steps:

1. In the Settings app, tap Mail, Contacts, Calendars > Other.
2. Tap Add LDAP Account, Add CalDAV Account, or (for iCalendar—also known as .ics) tap Add Subscribed Calendar.
3. Fill in the details provided by your server administrator.

Once you complete the screen or screens required, the new account should appear on the Mail, Contacts, Calendars pane, in the Accounts list.

For specific help with Google Calendar, see <http://www.google.com/support/mobile/bin/answer.py?answer=151674>.

For help with Yahoo Calendar, log in to your Yahoo account, open the Calendar, and consult the Help. I was unable to make the Yahoo CalDAV-to-iPad transfer work; if you can't make your connection work

either, try the idea in the Tip, just below, or consider viewing your calendar in Safari.

Tip: In some cases, it may be more effective to subscribe to these services from the calendar or contact program on your computer and then sync their data to the iPad using iTunes or MobileMe.

***SSL?** SSL adds security to your connection and it is always worth turning on via a Use SSL slider in an account's settings, if the remote server supports SSL and you have the necessary credentials. If you're asked if it's okay to connect without SSL, you won't hurt your iPad by tapping Continue, though an industrious network spy could see the contents of your feed and possibly gain access to your user name or password.*

Set Up Push or Fetch

Unless you want to save as much battery life as possible, I suggest that you set your iPad to receive changed data automatically, that is, to have data *pushed* to it. This helps ensure that you have the latest data, and helps avoid sync conflicts that are more likely when you sync less often. Push must be turned on for the Find My iPhone feature of MobileMe to work.

To turn on push, in the Settings app, tap Mail, Contacts, Calendars > Fetch New Data. Then, to be sure push is on for the service you want it to be on for, tap Advanced. In the Advanced pane, tap the option you want. Push is available only for certain types of accounts, including MobileMe, Microsoft Exchange, and Yahoo Mail.

(If you prefer to have data arrive on a schedule or only when you request it manually, you can instead tap those options.)

No Calendar Sync?

With two iPads now, I've noticed that after setting up push for Google calendar events, nothing happened. However, in each case, after creating an event on the iPad, the event showed up on Google and then events on Google started appearing on the iPad. Subsequently, syncing worked as expected.

I have also heard that some people have had to reboot the iPad to make calendar syncing work; see [Turn Your iPad Off and On](#), earlier.

Documents

You can use iTunes to copy documents to individual apps on your iPad, and I gave directions for this at the end of [Transfer with iTunes](#), a few pages back. A frustration with the iTunes method is that you can access a document on the iPad only in the app that you assigned it to in iTunes. Another frustration is that any changes you make do not occur within a single document located on both the iPad and the computer; instead you must transfer separate copies of the document back and forth manually.

So, what *can* you do? You can access a general collection of documents by connecting the iPad to some sort of file repository located on the Internet or available on a local wireless network. Unfortunately, this approach often suffers from the fact that the documents can't be changed on the iPad. If you just want to *view* documents, there are a few excellent options, which I list in order of my personal preference:

- Use the free [Dropbox](#) app from the makers of the popular Dropbox file-sharing service. This option is free unless you need quite a lot of disk space on Dropbox (<http://www.dropbox.com/>).
- Store or create documents in Google Docs and then view them in Safari on the iPad. Unfortunately, you can't edit them in Safari on the iPad—or at least you can't without a third-party app, a topic that is beyond the scope of this book but see the Tip on the next page. This option is free (<http://docs.google.com/>).
- Many apps can access documents stored on another computer on your local network or on the Web. My favorite app in this category is GoodReader for iPad. It has excellent PDF support and it can

access documents not only from a local network and the Web, but also from Dropbox and Google Docs. It can also access an iDisk (<http://www.goodreader.net/goodreader.html>).

Other apps in this category include [Air Sharing HD](#), [ReaddleDocs for iPad](#), and [PDF Expert](#) (PDF Expert handles much more than just PDFs). Apple's [iDisk](#) app, which works with MobileMe, falls in this category, too.

Get the iPad version! *Some of these apps don't yet have iPad versions, but I expect they will soon. If possible, buy an iPad app, not an iPhone app, since your documents will look much better.*

Way More about Document Transfer

Two Take Control ebooks tackle this topic at length:

- In [Take Control of Working with Your iPad](#), Joe Kissell discusses what Apple offers and goes way beyond Apple's offerings to describe the limitations and possibilities for how to best work on the same document from more than one computer. In some cases, Joe notes iPad apps that sync wirelessly with their cloud-based or desktop-based counterparts.
- In [Take Control of iPad Networking & Security](#), Glenn Fleishman looks deeply at how to configure and use [Air Sharing HD](#), [GoodReader for iPad](#), and [Dropbox](#). Glenn also talks briefly about [iDisk](#).

There is some overlap between the discussions in the two ebooks.

Find Your Stuff

In this section, I explain how to find all manner of things on the iPad, including files and bits of data that are smaller than files, such as contact addresses, calendar events, and email messages. I also talk briefly about where you'll find your iPad backups.

FIND A PARTICULAR FILE

On the iPad, each file is linked with exactly one application. For example, if you create a file in Apple's Numbers app, that file is owned by and is usable in only Numbers. Although the file is stored on the iPad's flash drive, from your perspective as a user, the file is *in* Numbers and nowhere else. Or, if you use the Apps tab in iTunes to associate a PDF—maybe this ebook—with GoodReader, the PDF appears to be *in* GoodReader. There's no central area where you can view all your files at once.

If you are looking for a particular file, you must open the app that the file goes with and use that app's internal file list to access it. The iPad's Spotlight search feature does not enable you to search for individual files by filename or keyword.

Special exceptions: For a few types of data—such as music and podcasts in the iPod app and individual messages in the Mail app—you can search for what feels like an individual file. I talk about those exceptions on the next page, in [Search with Spotlight](#).

I wish I could give better advice for how to find a file, because if you can't remember which app a file is stored in, or if you have trouble locating files within a particular app, you are currently out of luck. I encourage you to let Apple know that you'd like to see a better solution at <http://www.apple.com/feedback/ipad.html>.

However, if you are looking for an app—perhaps your Home screen is cluttered—or if you are looking for a friend's address or a particular song from your iTunes library—you can locate it using the iPad's Spotlight search engine.

SEARCH WITH SPOTLIGHT

The iPad's Spotlight search feature is a quick and easy way to find a handful of special types of information without opening the app that "owns" the information, though it is often just as easy to search directly in the app. Beyond that, Spotlight is a great way to launch an app if you can't quickly find it on your Home screen.

Here's what you can do:

- Search for an app and launch it.

***Find my icon:** To locate an app on your Home screen, connect your iPad to your computer and select it in the iTunes sidebar. Click the Apps tab. In the list at the left of the Apps tab, find the app and double-click it. The image of the Home screen at the right will switch to the correct page and show the app with a blue outline.*

- Search for a contact by First, Last, or Company name; and open that contact in the Address Book app.
- Search for a calendar event by Title, Location, or invitee; and open that event in the Calendar app.
- Search for an email message stored in Mail by text in the To, From, or Subject fields (but not the body of messages); and open the message in the Mail app.
- Search for various media items synced from your iTunes library or purchased directly from iTunes using search terms such as names of songs, music artists, and music albums, and titles of podcasts and audiobooks; and open a found item in the iPod app. (If you instead search for these items by first opening the iPod app and then typing your search term into the Search field at the upper right, you can narrow your search by tapping buttons that appear above the onscreen keyboard.)
- Search the text of notes stored in the Notes app, and open a found note in Notes.

To start searching, go to your Home screen and then swipe to the right, past the leftmost page (move your finger from left to right) to display the Spotlight screen (**Figure 28**), which has a search field at the top.

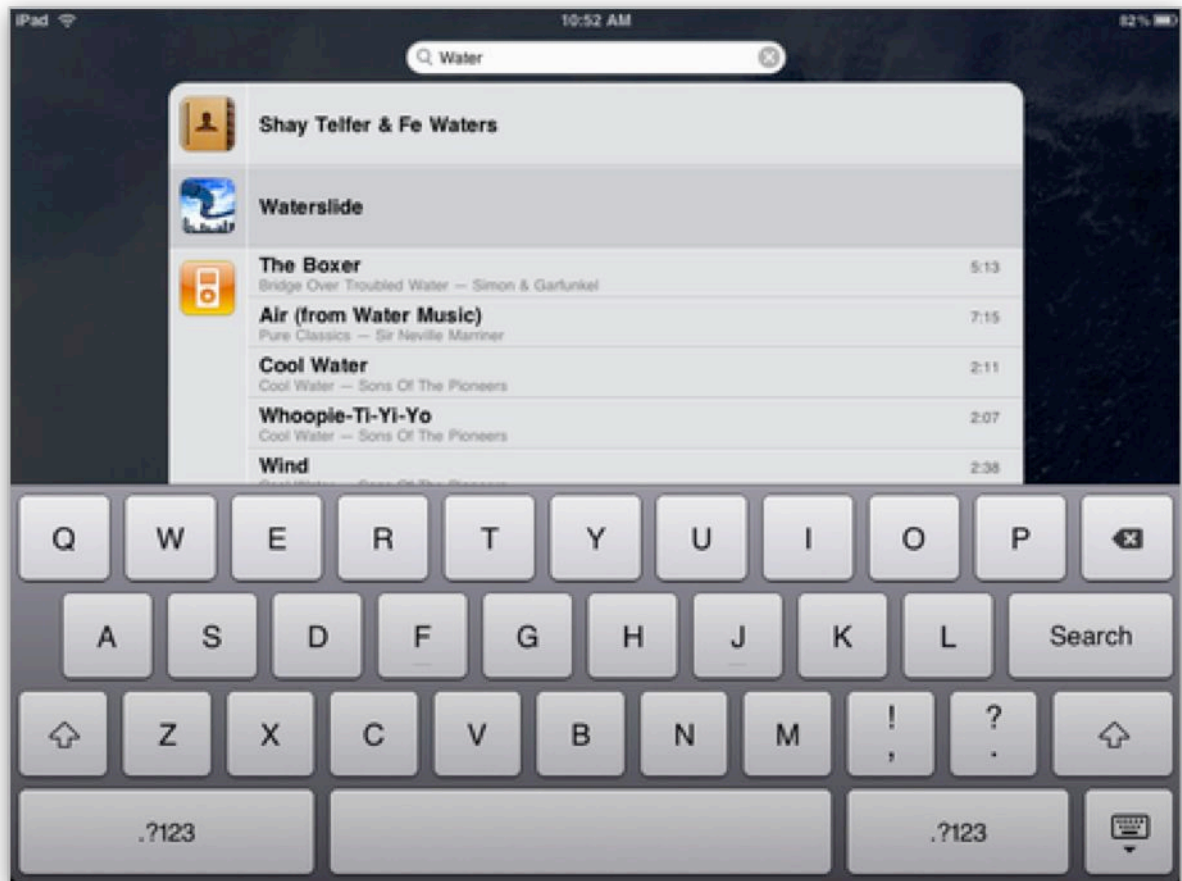


Figure 28: Type your search query into the Search field. In this image, I've typed "Water". My results show a contact from Address Book, the Waterslide game app, and several songs. I can tap any result to immediately open it within its parent app.

Type whatever you're searching for in the Search field. The iPad responds with a list of results, organized by type of data. Tap an item to open it in its associated app.

Here are a few search tips:

- To clear the Search field quickly, tap the X icon on its right side.
- If the onscreen keyboard is obscuring some of the results, hide it by scrolling the results list or tapping the Search key on its right side.
- To return to the Home screen, press the Home button or just swipe to the left (move your finger from right to left).
- If you can't find an app that you think should be there, [Connect Your iPad to a Computer](#) and check in the Apps tab in iTunes to see if the app is configured to sync to the iPad.

- To set which categories appear in the search results and their order in the results, open the Settings app and tap General > Home > Search Results (**Figure 29**). Tap items to select or deselect them. Drag the grab icon at the right of a category name to move the category to a different location in the list (and thus change the order of the search results).

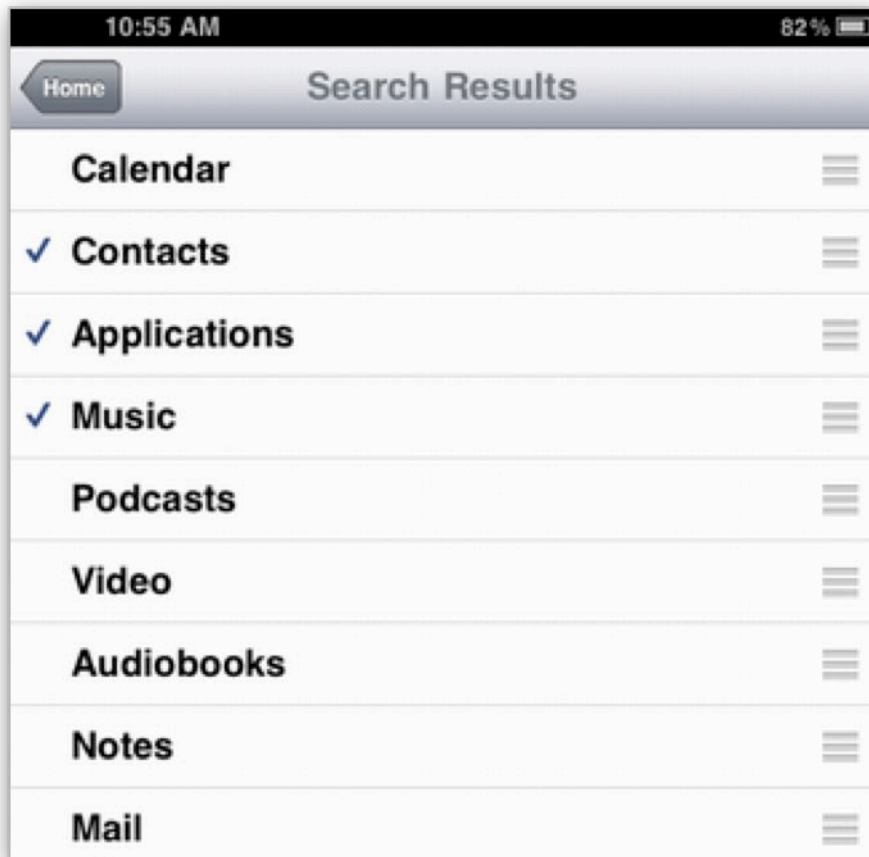


Figure 29: My search results will show first contacts, then apps, and then music. No other categories will show.

KNOW BACKUP BASICS

If your iPad were crushed by a truck, drenched in a rainstorm, or stolen, you could buy a new iPad, but what about your data? If you've made a recent backup, you can restore it to your new iPad and be right back where you were before the catastrophe. (And since no one can predict calamities, this is why you really do want to connect your iPad to a computer regularly.)

When you [Connect Your iPad to a Computer](#), iTunes will likely back up your iPad. Backups occur when you sync and when you update the operating system. Backups include apps and their associated documents, and most of your settings. Backups don't include media in your iTunes library or photos, nor do they include videos stored outside the iTunes library. (Refer to [Table 3](#), p. 73, to review which items are stored in the iTunes library).

Back Up Your Backup

When you back up your computer's drive, be sure to back up your iPad backup. Here's where it's located:

- Macintosh: `~/Library/Application Support/MobileSync/Backup/`
- Windows XP: `\Documents and Settings\username\Application Data\Apple Computer\MobileSync\Backup\`
- Windows Vista and Windows 7: `~\AppData\Roaming\Apple Computer\MobileSync\Backup\`

The tilde (~) character in some of the paths above means to start at your user's home directory.

Individual Document Backups

Documents that you create in iPad apps, such as Keynote or Numbers, are stored in the iPad backup, but you can't recover them individually. Apple recommends that you occasionally save these files to your hard drive: select your iPad in the iTunes sidebar, click the Apps tab, scroll down to the File Sharing area, select the app for which you have a lot of special individual files, select those files, and then click Save To. This copies those files from the iPad to your computer, and you can further back them up with whatever backup system your computer uses.

During an iPad restore, the iPad returns to the factory defaults and you're given the option to copy your backup to it. After the restore is completed, you can resync from the iTunes library to return iTunes media to the iPad.

If your iPad's software is messed up and you are certain you have a good backup! Be sure to not back it up again during the early stages of a restore. Likely, you'll also want to prevent your iPad from syncing when you connect it to iTunes, so read [No Sync?](#) (p. 54) to find out how to do that before proceeding.

Note that you can delete a bad backup—obviously you must proceed with care to make sure you delete the correct backup if you have multiple devices from Apple. You do this on the Devices pane of the iTunes preferences.

For a new iPad, the first time you connect it to a computer containing a backup of an old iPad (or an iPod touch), iTunes will ask you if you'd like to restore from a backup.

Before restoring a backup to a not-new iPad, I recommend that you review Apple's directions at <http://support.apple.com/kb/HT4079>. That way, you can be sure you're following Apple's latest advice. However, if you want to get started and feel confident that you don't need special handholding, make sure you are running the latest version of iTunes, [Connect Your iPad to a Computer](#), select the iPad's icon in the iTunes sidebar, and then click the Restore button in the Version section of the Summary tab.

Note: Restoring and re-synchronizing an iPad can take several hours due to the amount of data that needs to be transferred.

Secure Your iPad

It is reassuring to know that you could get your iPad data back if your iPad were lost or broken, but you may find it less reassuring to think about what someone else could do with your iPad and its data.

Depending on how you're set up, here are some things that a mildly competent identity thief, ex-wife, jilted boyfriend, or worse could do:

- Read your email.
- Write and send email from your email address.
- See what Web pages you've been browsing recently.
- Log in as you to any Web sites where you've saved your login information. (And from there, potentially change your login information!)
- Access all documents stored in your various iPad apps, as well as view your Address Book and Calendar contents.

If any of the above seems concerning, it should.

I could write many pages about iPad security, and Glenn Fleishman does in [Take Control of iPad Networking & Security](#), but at a minimum you should be aware of the following tips:

- Put a passcode on your iPad, so that it won't wake up after a certain amount of time has passed unless you key in the passcode. In Settings, tap General > Passcode Lock. I suggest that you carefully consider how to make the options here work best for your situation.
- You can install a third-party app, such as the popular [1Password](#) to help you remember your Web passwords, and keep them secret. (An iPad can share 1Password passwords with a Macintosh.)
- If you subscribe to MobileMe, you can use its Find My iPhone service to locate a missing iPad and its Remote Wipe service to erase the disk of a missing iPad. Both options work only if the iPad is online, so they are more likely to work with a 3G iPad.

Demo Your iPad

It's hard to go anywhere with an iPad without being asked for a demo, and it's a lot of fun to show off the iPad. Your demo will be easier, however, if you've thought out how to show off the iPad and give people a realistic idea of what it can do. This section focuses on the free software from Apple that comes with the iPad, but you should definitely customize your demo with your favorite third-party apps.

Here's how to show off your iPad.

PREPARE YOUR DEMO

These steps not only help you give a better demo, they also help you explore and set up your iPad.

Set Up Your Home Screen

This demo uses the following core apps, which I recommend you position on the first page of the Home screen or on the Dock: iPod, Safari, Contacts, Calendar, Maps, YouTube, and Photos. (Read [Drag](#) if you need help.)

The demo also uses a few free downloadable apps, which you should download and position where you can find them easily: [iBooks](#), which you'll need to demo ebook reading, and one or two games.

I suggest a game that is easy to understand quickly and that uses the iPad's tilting capabilities, such as [Break HD Free](#). I enjoy the free [Waterslide Extreme](#) app, even though it is not presently an iPad app. It works well in 2x mode on the iPad (**Figure 30**). You get to pretend you are sliding on fantastical waterslides through a cityscape while picking up speed boosts and avoiding problems such as red rubber ducks.



Figure 30: Tilt and rotate the iPad to stay in the waterslide and avoid problems like devilish ducks.

Flip back to [Download and Manage Apps](#) if you need advice on how to locate, download, and get started with a third-party app. Of course, you should certainly feel free to personalize your demo with additional third-party apps!

Move Music to iPod

You can sync music from iTunes on your computer or buy some from the iTunes app—open the app and tap Music on the tab bar at the bottom of the screen. If you don't already have music in your iTunes library, you can *rip* (copy) some from a music CD. Practice playing music in the iPod app and be sure you can easily navigate around and control the volume.

Set Up Picture Frame Mode

Transfer photos from your computer to the Photos app (see iTunes Media Transfer) or use some other technique, such as importing them from a camera or saving photos attached to an email message. Because

you'll be showing off the iPad's Picture Frame mode, transfer at least 25 photos, but several hundred, organized into albums, will work even better.

Now that the Photos app contains photos, set up your iPad's built-in slideshow:

1. View the slideshow in Picture Frame mode: Press the Sleep/Wake button once (or twice if needed) to view the Lock screen. Instead of sliding to unlock, press the Picture Frame button (**Figure 31**).

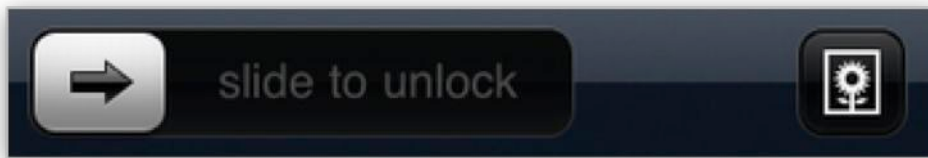


Figure 31: Tap the Picture Frame button located to the right of the "slide to unlock" slider.

The slideshow plays.

2. Notice what you like and don't like about the slideshow. Watch especially for any lousy or embarrassing photos that should be removed!
3. Stop the slideshow by pressing the Home button.
4. Now configure the slideshow by unlocking the iPad and tapping Settings > Picture Frame. Your choices here include:
 - **Transition:** Dissolve shows a single photo at a time, whereas Origami puts multiple photos on the screen simultaneously and fills the entire screen. Either is fine for a demo, but read on.
 - **Zoom in on faces:** Keep this option off for demos, since it can zoom in strangely on some photos, hurting the overall effect.
 - **Shuffle:** Don't turn shuffle on if you're using the Origami transition, since it works better when it's showing related photos. Shuffle is fine if you're using the Dissolve transition.
 - **All Photos/Albums:** For normal use, All Photos is probably best, but for a demo, I recommend selecting a particular album or two that are guaranteed to have good demo photos.

Save YouTube Favorites

Open the YouTube app. Add a few videos that you want to share during your demo the YouTube app's Favorites list so you can access them easily during your demo.

I recommend these videos:

- **iPad Proves Ideal Cat Plaything:** If you even vaguely find cats cute, you'll enjoy watching a cat using the iPad. To locate this video, type [ipad proves ideal](#) in the YouTube app's search field; then tap Search. Or just tap this link if you're reading on your iPad; it should open in the YouTube app: <http://www.youtube.com/watch?v=EYyXRiziHL8>.
- **David Pogue – Apple iPad Town Meeting:** In this video, *New York Times* tech columnist David Pogue uses humor to make the point that although the iPad has its shortcomings, it's still a way-cool first-generation device. The video addresses certain common criticisms of the iPad—lack of Flash support, no multitasking, and so forth—so you don't have to during your demo.

To find this video, type [Pogue iPad town](#) in the YouTube app's search field; then tap Search. Or visit this link to open the video: <http://www.youtube.com/watch?v=AguaLlieuO8>.

What's unboxing? *The term unboxing comes up in David's video. In the tech world, unboxing videos are a phenomenon that occurs when a new gizmo comes out. People who get it first take videos of what it was like to open the box for the first time. These videos are more exciting when the box is complicated or it contains lots of small parts.*

Coming in iOS 4: Some multitasking-related limitations will be significantly addressed in iOS 4.





To “favorite” a YouTube video on the iPad, first play it. Then, while it's playing, tap the screen to bring up the playback controls. On the playback controls, tap the Bookmark  button (**Figure 32**).



Figure 32: To mark a video as a favorite, play the video, tap the screen to reveal the playback controls (shown here in the lower left), and then tap the Bookmark  button in the controls. (In this screenshot, I'm playing a video of myself and Take Control publisher Adam Engst explaining Take Control to Macworld interviewer Chris Breen. The video is called *Macworld 2010: TidBITS.*)

Make Safari Bookmarks

Decide on a few Web sites that you'd like to show off during your demo. Visit each one in turn, and bookmark it by tapping the plus  button on the Safari toolbar.

Practice visiting each bookmarked site. To do so, tap the button that looks like an open book  to show your bookmarks, and then tap a bookmark.

No bookmarks? *If the popover doesn't show your main bookmarks, tap the button at the upper left and navigate there.*

Do a Dry Run

Run through the steps for giving your demo, below, once or twice before you give your demo and you'll be ready to go. If you'll be giving a demo without an Internet connection, be sure to run through the demo sans Internet in advance, so you know what to skip or explain differently.

Increase Your iPad IQ

Want to boost your iPad know-how to the stratosphere so you can demo even more cool things about using the iPad? Buy the discounted [Improve Your iPad IQ bundle!](#)

GIVE YOUR DEMO

Although I've written the instructions below as though you'll be performing the actions, it's best if you let the person you are demoing to run the touchscreen, since touching the iPad is a huge part of understanding why it's so compelling.

Tabletop Tip

If you give your demo while sitting at a table, face to face with your friend, you'll likely set the iPad on the table flat with the status bar closest to you and Dock closest to your friend, meaning that you'll be viewing the iPad upside down. Note that if you try to *control* the iPad from this position, your finger will be at a reverse angle from usual and the iPad won't be all that responsive.

You can counter this by tilting your finger as though it were the other way round. Practice helps.

iPod and Music

Observe that many people think the iPad is just a big iPod touch. Open the iPod app. Browse around in the app and play some music. Show off the Now Playing view and look at an album or genre list (**Figure 33**).



Figure 33: To see a list of songs in a genre, tap the Genre button on the tab bar at the bottom of the main iPod screen and then tap a genre’s icon. In this screenshot, I’m viewing my New Age song list and I’ve tapped the first song, Celestial Soda Pop, to play it.

Talk about how you can listen just on the internal speakers, with headphones, or with external speakers. Leave the music playing at an enjoyable, but low, volume, as you continue with the demo.

iBooks and Ebooks

There are few different things you can do with regard to ebooks, but here’s how I like to run my demos:

1. Open iBooks, and then tap the free ebook that comes with iBooks, *Winnie-the-Pooh*. Drag with your finger to turn the pages slowly while watching the subtle, gorgeous special effects. In portrait orientation, turn pages from the corners to see what happens. Rotate the iPad to see what happens. Read the “To Her” dedication on page 7 (**Figure 34**).

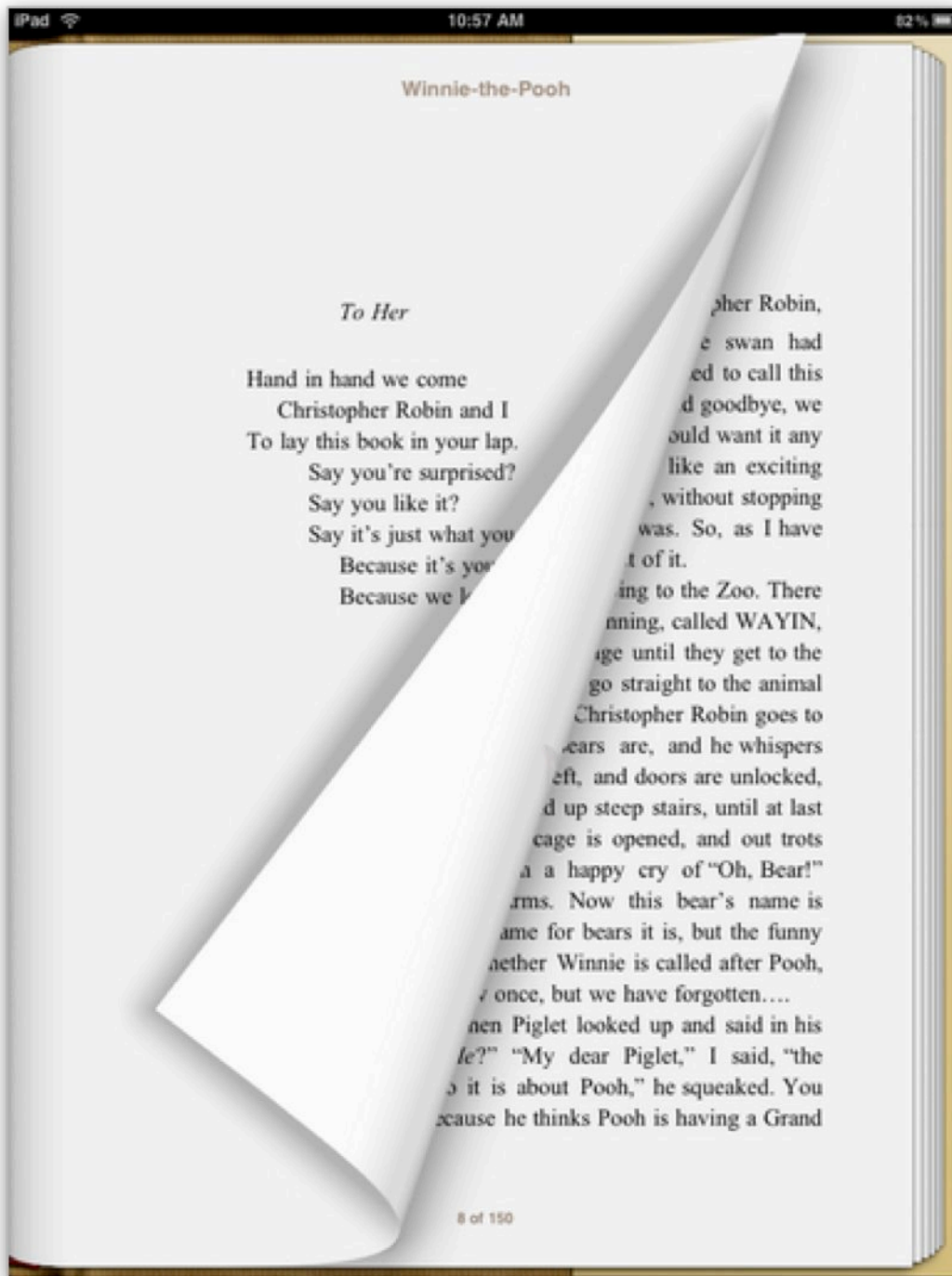


Figure 34: In portrait view, slowly drag a page from the corner to watch the fun effects. The “To Her” dedication is charming and further cements *Winnie-the-Pooh* as a good choice for the free ebook that comes with iBooks.

2. Click the Store button at the top left of the main iBooks screen to access the iBookstore. Open the Free section. The organization of the iBookstore may change from time to time, but right now you can

view free ebooks by tapping Charts in the tab bar. The Top Free Books list appears on the right.

Talk about how a nice thing about the iPad is that you aren't locked into just one ebook reseller. For example, you can read books from your Kindle library at Amazon.com in the [Kindle](#) app, but there are plenty of other options, including the Take Control ebook series!

***Is Take Control in the iBookstore?** By the time you read this text, the series will quite likely be in the iBookstore. The series is also available at <http://www.takecontrolbooks.com/>.*

3. Switch out of iBooks and open Safari. Visit a few of your bookmarked Web sites. Show off pinching and pulling—see [Pinch and Pull \(Zoom\)](#)—and remember that a double-tap often zooms text on a Web page for reading.

Contacts

Open the Contacts app. Check if the person you are giving the demo to is in your contact list. If yes, make sure the info is up to date. If no, add an entry for them.

Calendars

Decide when you'll next get together with the person you are giving the demo to and add an event for that (**Figure 35**).

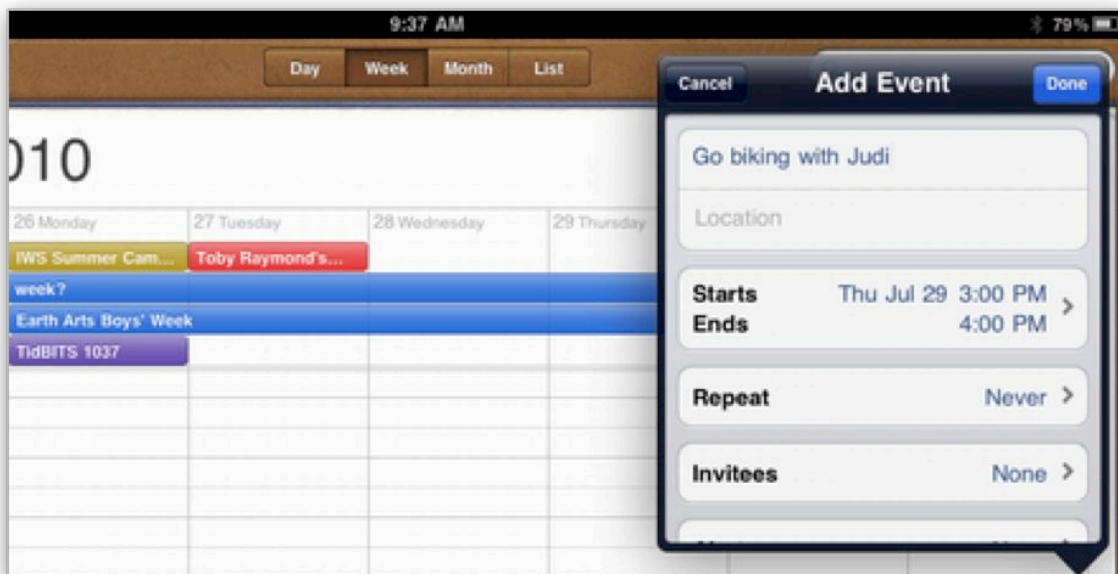



Figure 35: While you demo the calendar app, add an event that you'll be attending with the person you're giving the demo to.

Game Time

Play the game that you set up earlier, when you prepared this demo.

Maps

Open the Maps app. Tap the locator  button on the toolbar to get a map of where you are. Enter an address of a fun destination in the directions field at the upper right. In **Figure 36**, I've entered a great biking destination if you happen to be cycling in the Finger Lakes region of New York State. The Fremont Troll in Seattle is also a good choice, and you can locate it by searching for [Seattle troll](#).

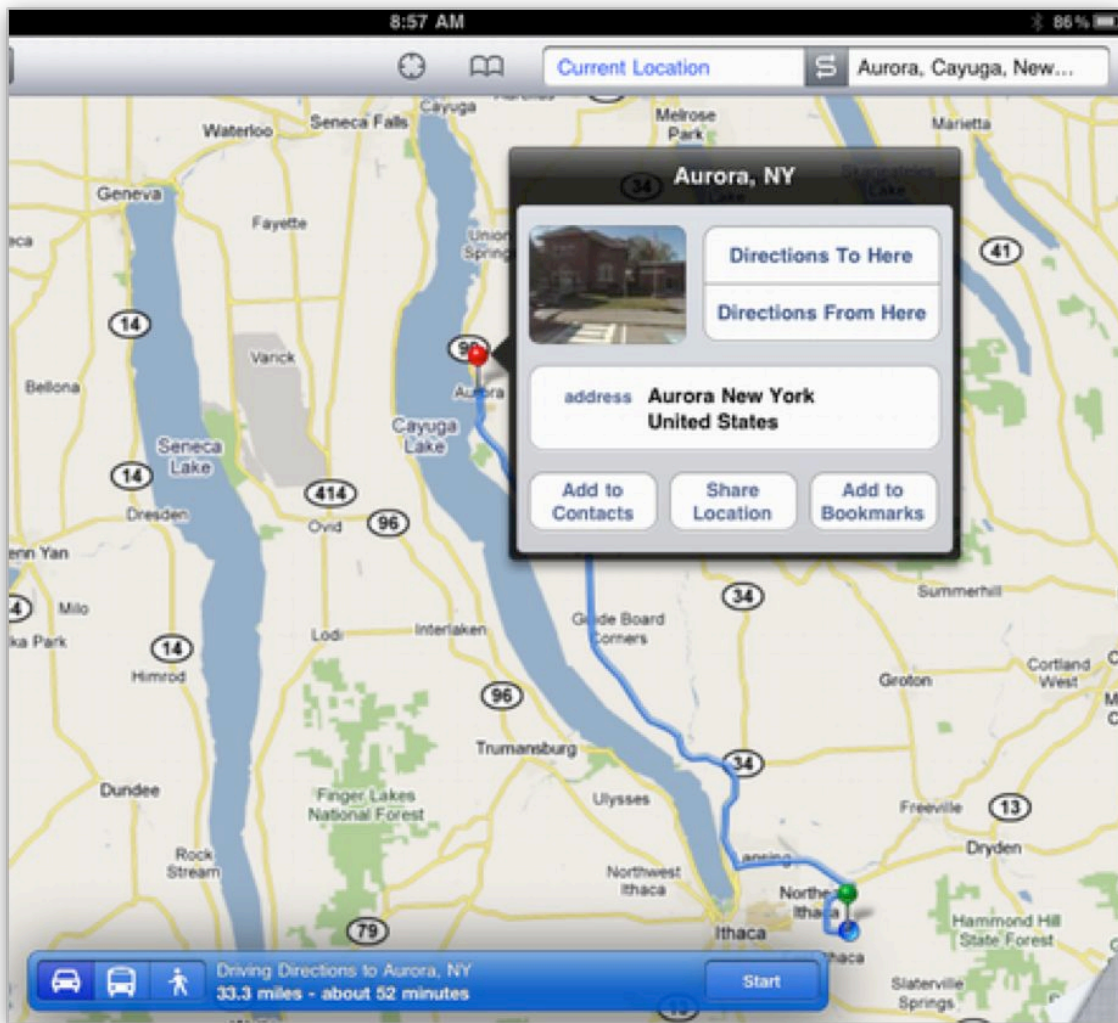



Figure 36: Tap a resulting red pin and then tap the info  button to learn more about the red pin's location.

Maps will respond by placing a red pin at the destination and by showing a route to the destination.

Tap the pin to show the info  button, and then tap the info  button to see more information.

Try some of the options in the info popover. In particular, if your popover includes a photo, tap the photo to explore the scenery in Google Street View.

Enjoy pinching, pulling, and dragging around.

YouTube

Open the YouTube app and play the videos you set up in your Favorites list earlier.

Tip: If you forgot to save them in your Favorites list, you can likely find them in your History, but don't show off your History list unless you are certain that you want to share everything in it.

Photos

Open the Photos app. Tap a photo or tap Albums to view and tap your photos. Flick to move to the next photo or tap again to return to the previous screen.

Show what happens if you rotate the iPad into portrait and landscape orientation.



If the person experiencing the demo particularly likes a photo, with that photo in view, tap the Share  button at the upper right (**Figure 37**) and then tap Email Photo to email a copy of the photo to that person.



Figure 37: To email the photo to someone else, tap the Share  button and then tap Email Photo.

Picture Frame Mode

Press the Sleep/Wake button to sleep the iPad, and press it again to access the Lock screen. Instead of sliding to unlock, press the Picture Frame button—it has a flower on it. Enjoy the show.

You can now let the person you are demoing to continue to explore the iPad, or you can put the iPad in a case that has a kickstand and leave it playing the slideshow.

About This Book

Thank you for purchasing this Take Control book. We hope you find it both useful and enjoyable to read. We welcome your comments at tc-comments@tidbits.com.

ABOUT THE AUTHOR



Tonya Engst is best known for co-founding the *TidBITS* online publication in 1990 with her now-husband Adam Engst. Tonya is now Editor in Chief of the Take Control series, which is published by TidBITS Publishing Inc. She has edited over half of the Take Control titles. This is the first Take Control ebook that she has written.

When she's not working at her computer, using her iPad, or hanging out with family and friends, you can probably find her outside, riding a bicycle or cross-country skiing.

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Thanks to Apple Inc. for making amazing technology that's (usually) fun to spend time with.

ABOUT THE PUBLISHER

Publishers Adam and Tonya Engst have been creating Apple-related content since they started the online newsletter *TidBITS*, in 1990. In *TidBITS*, you can find the latest Apple news, plus read reviews, opinions, and more (<http://www.tidbits.com/>).



Adam and Tonya are known in the Apple world as writers, editors, and speakers. They are also parents to Tristan, who thinks ebooks about clipper ships and castles would be cool.

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