



NEW for 2011 - Online Session Evaluations

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Automating the Creation of iPad Content

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Welcome!

About Me > Ben Waldie

- President, Automated Workflows, LLC
- Author: Automator for Mac OS X 10.6 Snow Leopard: Visual QuickStart Guide (Peachpit Press)
- Contributor: Macworld magazine, Apple.com, MacTech magazine, MacScripser.net, Peachpit.com
- Developer of Automator actions for Microsoft Office 2008 and 2011
- 2006 winner Apple Design Award for Best Automator Workflow
- Host: Mac Automation Made Simple Video Podcast



Introduction

- ✦ Increased iPad demand = increased demand for content
- ✦ Mac OS X Automation technologies can help



Session Goals

- Examine three areas where automation can be valuable
 - Media
 - Electronic books
 - Web Apps
- Demonstrate automated preparation and delivery of content to iPad
- Discuss resources to get you started



Benefits of Automation

- ✦ Faster
- ✦ Fewer mistakes
- ✦ Accurate
- ✦ Consistent
- ✦ Higher quality results



Mac Automation Tools

- AppleScript, Automator, and Services
- Ideal tools for preparing and generating iPad content



What is AppleScript?

- Scripting language built into Mac OS X
- Used to control existing applications
- Automates time consuming and repetitive tasks



What is Automator?

- Automates time consuming and repetitive tasks on your Mac
- No scripting or programming necessary
- Brings the power of multi-application automation to the user level!



What are Services?

- Automation options
- Application Services menu access
- Services contextual menu access
- Enable application functionality to be shared with other applications
- No scripting or coding required





Let's Take a
Look



Resources

Websites

- ✦ Padilicious
 - ✦ <http://padilicious.com/>
- ✦ Mac OS X Automation
 - ✦ <http://macosxautomation.com/>



Websites



- ✦ www.automatedworkflows.com
- ✦ My website
- ✦ AppleScript & Automator tips, articles, books, etc.
- ✦ www.automatedworkflows.com/tips/tips.html



Podcast

- Mac Automation Made Simple
 - iTunes or www.peachpit.com/podcasts



Books

- AppleScript 1-2-3, by Sal Soghoian
- www.peachpit.com



Books

- Automator for Mac OS X 10.6 Snow Leopard: Visual QuickStart Guide
- www.peachpit.com/benwaldie





Q & A

(Please Fill Out Your Evaluation Form)

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presentations.html](http://www.automatedworkflows.com/presentations.html)



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