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### Automating the Creation of iPad Content January 28, 2011 3:30 PM - 4:45 PM

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www.automatedworkflows.com



#### 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, MacScripter.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

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#### Mac Automation Made Simple

with Ben Waldie

### Books

#### AppleScript 1-2-3, by Sal Soghoian

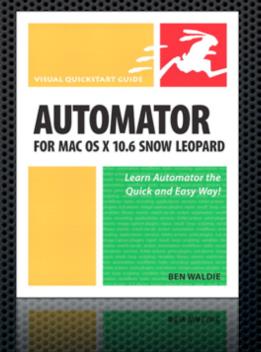
#### www.peachpit.com



#### 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)

#### Contact Info

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