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### NEWS AND VIEWS

By Chuck Hajdú

Is the era of the Operating System finally over? I'm on the road as I write this column and I recently had an experience that convinces me that it is.

I was enjoying an evening conversation with an occasional writer for this publication and I noticed something that interested me. In the room we were in there were three smartphones with screens from small to quite large (an LG G Flex), five tablet computers (all with 7-8" screens) and two laptop computers (an ASUS S200 and a Macbook Air). (Yes, I know, we're both geeks.) What was interesting, you ask? Simple, no two devices used the same operating system!

The phones used iOS 6, and two different versions of Android. The tablets used iOS, Kindle OS and three different versions of Android. The laptops used iOS and Win8.1 Update. They were all different but operated very much the same. All of them had virtually the same apps and all of them except the

iFruit laptop had touch screens. Anyone who could use any of the devices would be comfortable using any of the others. All were different but they were so similar that their differences were minimal.

In the past few months I have worked with several types of computers from older desktops that I am updating to Zorin Linux 8.1 to the latest smartphones and tablets. The one thing that makes them all almost alike is their look and feel.

MSFT and the iFruit company may want us to believe that users care about their OS and who makes it. I am firmly convinced that only iFruit Fan Boyz and Gurlz even care about who makes what any longer. It will take a bit longer to de-tox the brains of those addicts but it will be done. The late Steve Jobs may be unhappy about it but someday even his true believers will see the light.

The day of the OS is over. Long live the era of getting things done without a learning curve.

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# TECHNOLOGY SPOTLIGHT

## SWITCHING TO THE MAC, MAVERICKS EDITION

By Chuck Hajdú

***Switching to the Mac, Maverick Edition***, by David Pogue, is an O'Reilly book in their "the missing manual" series. If you are unfamiliar with the series they are books that O'Reilly publishing says "should have been in the box". We could not agree more!

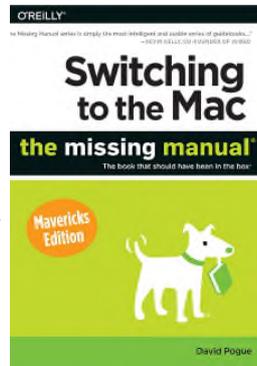
For many years companies have sold software and hardware without the necessary instruction manuals included. We're not advocating going back to the 1990s when Corel, WordPerfect, Novell, etc. all tried to outdo each other with how many books they could include in a 20 pound box of software, but we think more is needed than a simple one page sheet of paper we get so often today. This is precisely the vacuum that the O'Reilly books fill. They provide the information users need when the hardware or software company drops the ball.

Before I get started let me explain where I'm coming from as a computer user. I go back a long, long way in the industry. In college in the 1970s I took computer programming courses and, yes, there really were computers back in the stone age. By the 1980s I had progressed to PCs and was considered something of an expert back in the days of DOS. I used both MS- and DR- versions and enjoyed Macro writing. I have used every version of MSFT Windows from 1.0 on. In the early-90s I even gave IBM's OS/2 a brief shot. To this day I still have an ancient computer with DOS and GeoWorks on it that I use occasionally for nostalgic purposes (and to access really old files). As for Linux, I've dabbled with many, many flavors and I have several Linux computers that I use regularly.

Did you notice that nowhere in the last paragraph did I mention any product by the iFruit company (my pet name for Apple)? That's right, after over 40 years as a computer user I have avoided becoming one of the Fan Boyz!!

So why am I exploring Mac computers now? For one thing, I have become a sort of regular iPad mini user. Not as often, or as regularly, as I use Android tablets, but often enough.

My favorite line in the book: Apple is always consistent with it's placement of the power button: It's different on every model.



Also, I am visiting my son for a couple of weeks and he has gone over to the dark side by becoming an iFruit lover. He uses iPads, iPhones, iPods and Macbooks. I figured that while I'm here I should take advantage of the opportunity to learn something new and give it a try. Who knows, at my advanced age I just may become a convert too.

For those of you who are like me and don't follow every change in Mac software

closely here is a brief rundown on the naming scheme Apple uses (all of this is on page 2). The Maverick in the title comes from OS X version 10.9, which was nicknamed "Maverick". OS X, by the way, is pronounced OS "ten" and not OS "Ex". The author explains all of the other nicknames Apple has used for OS X versions over the years since Steve Jobs returned to the company and started using NeXT's UNIX based software as the core of Apple computers.

The book is broken down into five basic sections.

**Part 1:** Welcome to the Macintosh, is a crash course in the basics.

**Part 2:** Making the Move, tells the reader what it takes to make the move

**Part 3:** Mavericks Online, covers getting all aspects of getting onto the internet and setting the computer up correctly..

**Part 4:** Putting Down Roots, covers advanced topics like using programs and other power user topics.

**Part 5:** Appendixes, is a trouble shooting and FAQ section.

As I went through the book I was lucky to have my son's Macbook Air by my side so that as the author covered a specific subject I was able to test what I was told on a real system. It turned out to be a real eye-opener! Of course, many of the surprise features I tested may well be available on Windows or Linux systems, I just never use them! Like many an old dog, I don't need to learn something new if something old works just fine for me. Anything that requires a thumb and three fingers on a touchpad simultaneously is just beyond what I want to do! My fingers are too big and arthritic!

(Continued on page 5)

## WHAT'S NEW

### UBISLATE 7Ci, STM IMPULSE, NUGUARD KX

By George Harding

#### Datawind Ubislate 7Ci

We've seen just about all the possibilities for size and capabilities for tablets that could be, but Ubislate has come up with yet another design. And it's remarkable!

It is 7 inches diagonal measure, runs on the Android platform and has a very nice screen. So what's so special? It's the price, only \$38. Yes, that's right. A price that almost anyone can afford.



And that's the idea behind this tablet – make it extremely affordable so more users can have a decent tablet and access to the Internet.

As the CEO of Datawind (the manufacturer) says, "I'm not trying to compete with a \$400 device. That will never be the case. What I'm suggesting is this. I've got four kids; if I want to equip them with devices for school, there are only so many iPads I can buy. Between them losing them, breaking them on an annual basis, at 40 bucks apiece, this is like the calculator of the 1970s, I don't need to think about it."



George Harding

Most parents can relate to that and others can as well.

The screen has a pleasing background which can be changed and has four icons, ubimail (which can connect your email provider), browser and doorway to apps. It's pretty simple.

There's also a link to Google, assuming that you will want to go there frequently.

The bottom row has the indicators that you are used to seeing for an Android device: Back, Home, Sound, Mail, WiFi, Time and Battery.



The apps are many-fold. Several games, app store, calculator, calendar, Kingsoft Office, notepad, settings, Youtube and more.

The specs are these:

- Screen 7" capacitive LCD 800 X 480 pixels
- OS Android 4.0.4
- Memory 512 MB
- Storage 4 GB expandable to 32 GB via Micro SD
- SIM card slot
- Power Li-polymer rechargeable battery
- Audio external speakers, 3.5 mm headphone jack
- Camera front facing 0.3 mp VGA
- Orientation sensor
- Connectivity by WiFi only

The bottom edge of the case has several connectors: On/off, Volume, Micro-USB, micro SD and headphone jack.

The device can be used as a phone with an appropriate SIM card.

There are two other tablet offerings from Datawind, priced at \$100 and \$150, with similar features.

Price \$38  
[www.ubislate.us](http://www.ubislate.us)

(Continued on page 4)

## WHAT'S NEW

(Continued from page 3)

### STM Impulse backpack

For those who need to carry stuff around and prefer to do it on their back, a STM backpack is a really great choice.

As you check it out, you get a feeling that this article will last a long time. It's made of heavy-duty material and has lots of spaces of various kinds for your stuff.



Looking at the outside front, there is a quick access pocket at the bottom where you can put some small items that you need to be able to get at quickly. Above there is a zippered section inside of which is space for papers, magazines, pens and pencils. There's also a strap and a zippered pocket for what-ever.

There is a pocket on each side of the pack for water bottles or other similar.

At the top of the pack is a large zippered storage space for documents and more, as well as a pocket for magazines.

The main compartment has space for a tablet, felt-lined, and a larger space for your laptop, also felt-lined. The laptop can be up to 15 inches and the tablet can be as large as an iPad.



The back of the pack has the usual straps (cushioned), cushioned shoulder pads with an air channel between, a sternum strap that keeps the straps in place (adjustable, of course), and a quick-carry handle at the top.

An interesting feature that I've never seen before is a horizontal strap in back attached over the back pads, whose purpose is to enable

mounting the pack on the handle of your rolling suitcase to make transport easier.

In one of the many pockets is a registration card, as is customary. This registration also include the availability of returning your backpack if you misplace or lose it. There is a small metal tag to be attached to the pack which allows the finder to notify STM, who will provide funds to the finder, so he/she can return the backpack to you

One last feature – there's a bit of reflective tape on the front of the pack to make you and it more visible.

This is a really nice, durable backpack with lots of storage, not only for your laptop and tablet, but for all the other stuff you want to have with you.

Price \$100 at Amazon  
[www.stmbags.com](http://www.stmbags.com)

### NuGuard KX Case and Screen Protector

There are many, many accessories for cell phones and tablets available from a wide variety of manufacturers. All provide the same basic protection: a case protects from bumps and falls; a screen protector gives assurance that fingerprints and other smudges won't befool your valued instrument.

So what does NuGuard have to offer that all the other products don't?

First, the case is a much better protector against abuse, intentional or otherwise. In fact, it has been designed and tested to meet military impact tests. The company describes the case thusly: It "uses state-of-the-art X-orbing gel technology to absorb and distribute kinetic energy."



(Continued on page 5)

## WHAT'S NEW

(Continued from page 4)

The web site below has some dramatic tests of this technology, including drops from 20 feet and more to a concrete surface. Pretty amazing!

That's great, but there's more – the case is thin enough that you won't have trouble getting it in and out of your pocket or purse. The surface has a pleasing touch and is slightly knurled on the back for easy gripping.

You have a selection of eight vibrant colors from which to choose, including roulette red and midnight.

In spite of the superior protection this case gives you, all the ports and buttons are still available and it does not impact your ability to scroll and drag as usual. The case is easy to install and, also important, easy to remove.

Although you probably won't have to use it, the case comes with a lifetime limited warranty.

The **NuGuard KX screen protector**, described by the Company as "armor," does more than just provide a layer of plastic. It actually has three layers, Protection, Absorption and Adhesion.

The Protection layer keeps dust and dirt away from away from the screen. The Absorption layer is X-orbing like the case and is "hammer-tough" and can even self-heal from minor impact dents. The Adhesion layer requires no liquid for application, yet leaves no residue when removed.



Price \$25 Case, \$10 Screen  
[www.newertech.com/kx](http://www.newertech.com/kx)

## SWITCH TO MAC

(Continued from page 2)

As I went through each chapter of the book I used the Macbook Air that I had available to me as a test platform for the information I was trying to absorb. And believe me, there is a lot to absorb! Each of the 800 pages has explanations, hints, tips and illustrations to explain something. This really is a perfect example of a complete instruction manual.

The author has a nice, light writing style that seems to fit the concept of a Mac user perfectly. In addition, the entire book is well illustrated so the reader can clearly see what they should see on their computer.

After using a real Macbook I decided to try something totally different: an older Lenovo Netbook computer using Zorin OS 8.1 and their Mac desktop look!

The Ultimate version of Zorin OS includes various "looks" which can be accessed by their *Look Changer* app. We have used the free version in the past and love the Win7 look. The Ultimate version adds Win2k, Unity and Mac OS X to the Win7, WinXp and GNOME 2 looks included in the free version.

I was very impressed with the OS X look of Zorin. No, it isn't perfect but if you are a Mac user then you will feel more comfortable using Linux with the Mac look than any of the others.

After finishing the book and actually using Apple's OS (10) for a week the bottom line for me is: thanks, but no thanks. I love my PCs and will continue to use Win7 and Win8, Google Chromebooks and Linux (especially Zorin OS 8.1 with the Win7 look). Macs are just a bit too different for me.

However, if you are a long time user of another OS and you switch to a Mac, then you really need this book. It makes the learning curve shorter and can be a very useful tool.

MSRP is \$29.99 for the print edition and \$23.99 for the eBook editions which are available in DAISY, ePub, Mobi and PDF formats. It's \$32.99 for both print and eBook editions.  
[www.oreilly.com/product/0636920031000.do#](http://www.oreilly.com/product/0636920031000.do#)

# TECHNOLOGY TODAY

## LAPLINK PCMOVER PROFESSIONAL

By Robert Sanborn

Well, you can't hide any longer. I know you have tried to and for some of you, you can ignore the warnings but sooner or later, it will catch up with you and then what will you do. Sound familiar. Well, in this case, I am talking to the Windows XP users out there who hoped beyond hope, that they can just keep on going as they were.

So, how do you move forward? The easy solution is just throw the old computer away and buy a new machine. Start from scratch again and for those of you who have had computers die on you mid life, you know what that is like. Reinstall everything from scratch on a computer that may not like what you are trying to do. And I know, you get used to a piece of software and how it works and see no good reason to change especially after seeing what Microsoft has done with Office over the years.

What idiot is designing this stuff is a comment I have heard many times. Do they actually use it? Actually, no, they don't; they just stick to their smart phones and have moved way beyond what we simple folk like to do. Once you determine you need a new computer, then comes the other problem; do I get Windows 8 which works just like the Windows Smart-phone (that nearly no one I know has) or can I maybe just upgrade to Windows 7 which still works like Windows use to.

If you buy a computer off the shelf, I am sorry but you are stuck with Windows 8 and for some novice users; that actually is not a bad way to go. For others that have worked for years on Windows XP with lots of applications; then probably Windows 7 is the best way to go but unfortunately, you can't do a simple upgrade. Microsoft forbids it and for a few machines, the standard practice will be to gather all your programs CDs (no floppys please); a few USB Memory sticks to copy your data files, music, pictures, favorites, desktop, and any other things you want to hang onto.

And oh by the way, if you are using Outlook Express for your email; good luck; there is no Outlook Express going forward and we need to save the files; again good luck finding them, and then get it converted to another email program.

Laplink, [www.laplink.com](http://www.laplink.com), says they have a better way to do it with their **PCmover** program and since I happened to have another computer that needed moving into the new age, decided to give it a try. According to the website, it is the only software that automatically moves files, settings, and even programs to a new computer.

So, downloaded it, got my product key; and the first thing it tells you to do is to clean up your computer. Makes sense that you should make sure there is no physical problems with the hard drive and it does make sense to remove those old programs left over that you really could care less about.

You also need to disable any power saving schemes so that during the long transfer, your new and old computers don't go to sleep on you. You start by installing it on the old computer and in this case, needed to download and install a Microsoft C++ run time module.

When installing it, go the usual next.next.next route to install it and in this case, it decided that an update was available that it needed to download. If you buy a retail version, more than likely you will need an update so just click on the download, close the program, and install the update. What is nice is that they give you a toll free number so that if you do run into any troubles, you can call them directly and they remind you about that toll free number frequently.

Look over the first screen and you select what kind of upgrade or transfer you want to do. In this case, I am going to transfer from an old XP machine to a new Windows 7 machine.

The next screen tells you that you might have some programs and drivers that won't transfer and that is

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## TECHNOLOGY TODAY

*(Continued from page 6)*

to be expected. Some software just doesn't work well on Windows 7 and the drivers for printers, scanners, and the like all have to be installed again.

To use Laplink PCmover Professional, you need to connect your old computer to the new one and you have three ways of doing that; via a local area network set up; via a Laplink Ethernet transfer cable; or via a Laplink USB transfer cable. Since I got the package online, I have to use the LAN connection. You are not able to do the transfer using external USB hard drives or memory sticks.

As PCmover scans through your old computer, it can take a while but will then give you the option of having a text message sent to your phone or an email when it is finished. Thought that was pretty cool.

At this point, you need to install the PCmover on the new computer and you go through the same process as you did on the other computer except that you say this is the "New" computer. I selected the network transfer method and PCmover Professional immediately found the old computer on the network. It then connects to the old computer and starts the analysis process again to see what will transfer. And here is where you really need to pay attention as to what is going on.

In my system, it easily selected all the common documents, pictures, videos, and the like. For programs, it will transfer those that are compatible and don't be surprised if the list is very short. On this computer, there were 88 applications it found and decided it could transfer 9 of those.

When I reviewed the list, I pared it back to 7. I did not need to transfer an older version of Adobe Acrobat. I really wasn't that surprised at the small number of applications that could be transferred. Most of them were applications related to printers that will need to be updated and applications that came with the old computer and can stay there.

There were also a number of applications that are just incompatible with Windows 7 and to confuse things, I was going from a 32bit Windows XP to a 64 bit Windows 7.

It does a great job of letting you decide what you want to do with the user accounts as well as the main user on the old computer was not exactly the same as the main user name on the new computer. At this point in looking over the listings, now is the good time to make a list of the applications you need to reinstall such as anti-virus/internet security, and any others you might use regularly.

Check the summary, and in this case it tells me that it will transfer 74 gigabytes and seven applications and it will take 19 hours. Time for a nice long snooze.

The transfer didn't take anywhere near the 19 hours and so when we look at the new computer, we see a completion box that gives us the opportunity to look at what did get transferred and what did not.

You really need to pay attention to that part and think about the applications that you use. In this case, we ran into a snag that while Laplink PCmover can't really do much about, it would have been helpful to get a heads up to the problem and that is of dealing with email in Outlook Express. OLX as it is called, is part of Microsoft Internet Explorer but was discontinued when version 9 came out.

If you have applications that tended to store the data files in odd locations (Quicken comes to mind), then you need to go there and make sure those files were transferred as well. Microsoft office transferred very well but did need to be reactivated but that finished without a hitch.

For a program that costs only \$59, I am pretty impressed with it. The startup process and transfer connection went very well through the network. I think I would like to have had a copy to disk option but then again, the computers need to communicate with each other for the transfer to really work well so be sure to have them both turned on and connected to a network or get one of the transfer cables. I would also liked to have a better option for Outlook Express email but it did save me a lot of time doing the transfer of files and settings and that is definitely worth the money spent on it.

## A TRUE STORY

By Bayle Emlein

I'm observing a 6th Grade math class. The topic is budgeting, based on a set income and then your personally selected lifestyle.

You can live well and pretty much spend all your money on your pad, utilities (including air conditioning on this day of record heat), phone, Internet, etc.

You can choose to live moderately and have some cash at the end of the month for things you choose.

Or you can choose to live frugally and have lots of spare cash at the end of the month. That means--explains the teacher--no Internet, no iPhone. Just a landline.

From the back of the room, in all seriousness, "What's a landline?"

"A telephone with wires, like they have in the office."

"Uh? Oh."

No comments on the progress of technology. Whatever we were born into seems normal.

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## BE PATIENT!!

By Chuck Hajdú

Earlier in this issue there is an article on my experience reading and reviewing a book from O'Reilly on switching to a Mac from a real computer. As part of that experience I took the opportunity to try out the Ultimate version of Zorin OS 8.1 which is available at [www.zorin-os.com](http://www.zorin-os.com).

I have used the free version of Zorin OS for several months and have always had great luck with it. It has always worked on every laptop and netbook I've tried it on and it's one of those items that I always carry with me. I have a waterproof Otterbox case that holds retractable earbuds, a Zoom USB wireless adapter, some business card sized note cards and several USB drives with important files and the Zorin boot drive. Whenever I leave town, it goes with me.

(continued next column)

## BE PATIENT!!

(continued from previous column)

As part of the book review I wanted to try the Zorin OS 8.1 look change to Max OS X. That meant I had to have the Ultimate version of the OS because the free version only has WinXp, Win7 and Unity looks. The Ultimate version adds Win2k, GNOME 2 and, of course, OS X.

I went to the Zorin web site and followed their instructions for purchasing the Premium version. They offer both the latest version, OS 8 and the Long Term Support version, OS 6. I chose 8 because I've used it and love it. There are two ways to get the product: on physical disc for 14.99 Euros + 3 Euros shipping or by download for 9.99 Euros. Both 32-bit and 64-bit versions are available. Payment goes through Paypal and my download of the 32-bit version cost me \$14.06.

One oddity that I noticed is their naming conventions. You buy the Premium version which is called Ultimate. It seems just a bit confusing to me and I think it should be either Premium or Ultimate for both.

Now we come to the first of the reasons you need to **be patient!** The download is 3.6G and takes a while, and I mean quite a while, to download. If you have a slow internet connection then I wouldn't even try it.

I received an email from the company a short time later telling me what files I needed to download and giving me all of the needed passwords. The download of all files using Firefox went perfectly. Zorin recommend Firefox or Chrome browsers and I assume that's because Internet Explorer fouls things up.

One problem I ran into was that I'm on the road and the system I'm using has Windows 8.1 Update on it and 7Zip did not run correctly. I found a laptop with Win7 installed and was able to extract the .ISO using 7zip. Also, the linked version of UNetbootin to create a bootable USB drive didn't include Zorin OS as an option. However, Universal USB Installer 1.9.5.2 does include Zorin and created a perfect bootable USB drive for me.

The second **be patient** occurred next: it took over 8 minutes to create the bootable OS and another **14 minutes** to create the 2 GB persistent file!!

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# CONTENT INSIDER

## MYTHS AND FOLKLORE

By Andy Marken

### On-the-Go Video Viewing is Still in Front of the TV



Source - "Blood: The Last Vampire," EastWing Productions

*"You think the more demons you kill the more human you become don't you?" – Onigen, "Blood: The Last Vampire," EastWing Productions, 2009*

I don't bother watching vampire, werewolf or zombie TV shows because they're myths, folklore passed down for generations.

I do watch alien shows because everyone knows those suckas are real! And I watch them on my TV OTT (over the top) because it's real.

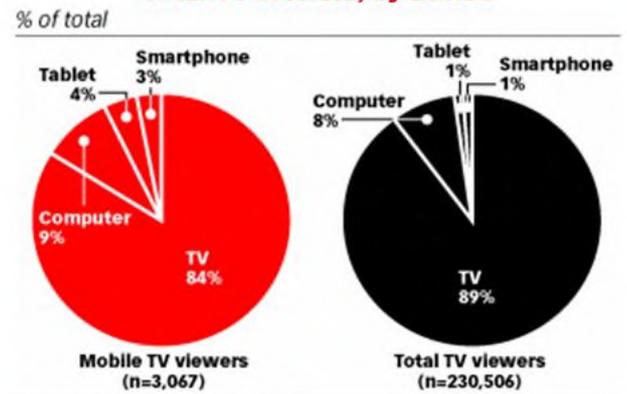
But Cisco, Ericsson, Alcatel, AT&T, Verizon and all the bandwidth lustors say bunches of people are running around watching TV on their smartphone ... the rest want to.

Videos on my smartphone?

You bet. The three-minute wonders on GoPro, YouTube, Red Bull and other channels are fantastic!

TV shows on the smartphone?

### Time Spent Watching TV Among US Mobile TV vs. Total TV Viewers, by Device



Source – Council for Research Excellence

**Home Viewing** – Telcos will make the case that they need as much of the available bandwidth as possible to meet their growing entertainment demands from people on the go (implying that the TV set is fading into oblivion). While most of the research uses the general term video and not TV content, most people – of all ages – still sit in front of the set for long-form content and use smartphones for short videos and in-depth information about what they are watching.

It's not that the kids don't want it, they do!

It's just that a recent Opera report found:

In the U.S. –

- 40.8 percent of video stalls or rebuffers across 2G, 3G, 4G
- 20.1 percent of videos experience significant stalling or rebuffering
- 49.6 percent of consumers experience mobile video problems often or all the time

In Brazil –

- 62 percent of videos stall or rebuffer across 2G, 3G, 4G
- 29.8 percent of videos experience significant stalling or rebuffering
- 53.6 percent of consumers experience video problems

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# CONTENT INSIDER

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**In Russia –**

- 47.4 percent of videos stall or rebuffer
- 24.2 percent of videos experience significant issues
- 50.4 percent of consumers have video problems

**In India –**

- 73.3 percent videos stall or rebuffer
- 40 percent of videos experience significant issues
- 60.8 percent of consumers have video problems

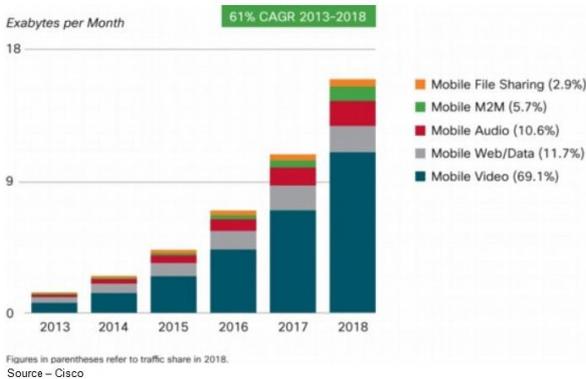
Linear TV (the classic way) is fading as people become accustomed to viewing on their own schedule with bandwidth-efficient OTT solutions like NanoTech’s 4K Nuvola player and HD streaming options like Roku.

At NAB (National Association of Broadcast), Akamai and Ericsson showed their CDNs (Content Delivery Networks) are equal to the task.

**The Questions**

They even showed off mobile solutions they could deploy but of course there are some major hurdles to overcome like:

- How carriers are going to cost-effectively deliver a good video experience
- How to monetize the video traffic to profit from network upgrades
- How content owners are going to protect their creative investment “over the air”



**Sucking Up Bandwidth –** Every minute, people around the globe upload 30 hours of video and more than 1.3 million viewers are on YouTube. So much video content is going across the internet every second that in a few years, it will take five years to view it all.

Cisco’s Chambers noted that last year, 53 percent of the mobile traffic was video but that’s probably all of his IoE (Internet of Everything) things sending videos of you doing something to some cloud. Or, the 406 million smartphones added were sucking up bandwidth downloading videos.

Globally, smart devices represented 21 percent of the total mobile devices last year and accounted for 88 percent of the mobile data traffic.

It wasn’t smoothly downloading TV shows because globally, the average downstream speed was 1,378 Kbps or a little over 1Mbps.

Sure, 4G and LTE connections will help; but they’ll be needed to handle the growing number of devices streaming stuff.

Or, as Onigen said, “How naive.”

For example:

- The number of mobile-connected devices is higher than the world’s population
- Monthly mobile data traffic will surpass 15 EB by 2018
- The average mobile connection speed will surpass 2 Mbps by 2016
- To free up cellular nets, the growing volume of traffic will be offloaded to WiFi

Aldo Cugnini, of Insight Media, told us during NAB that the mobile TV we envision may not be real mobile TV anytime soon.



**Action-Packed Booth –** NAB may be all about rich, exciting, profitable video content but the folks involved in the mobile content industry seemed to be all about wishful thinking, rather than signing deals.

(Continued on page 11)

## CONTENT INSIDER

(Continued from page 10)

First, he showed us a photo he had taken of the Mobile TV pavilion – just one of many TV/entertainment everywhere venues at the show that didn't get many broadcasters stopping by.

### Work in Progress

Broadcasters are still working on monetizing digital TV. They have OTT services leaning on them; and now phone producers and service providers are spreading this idea that "everyone" really wants TV on top of all of the other video they have on their small screen.

The phone folks are making their case to grab a bunch of the broadcast spectrum to keep up with the video/TV demands of consumers (they don't watch much TV do they?).

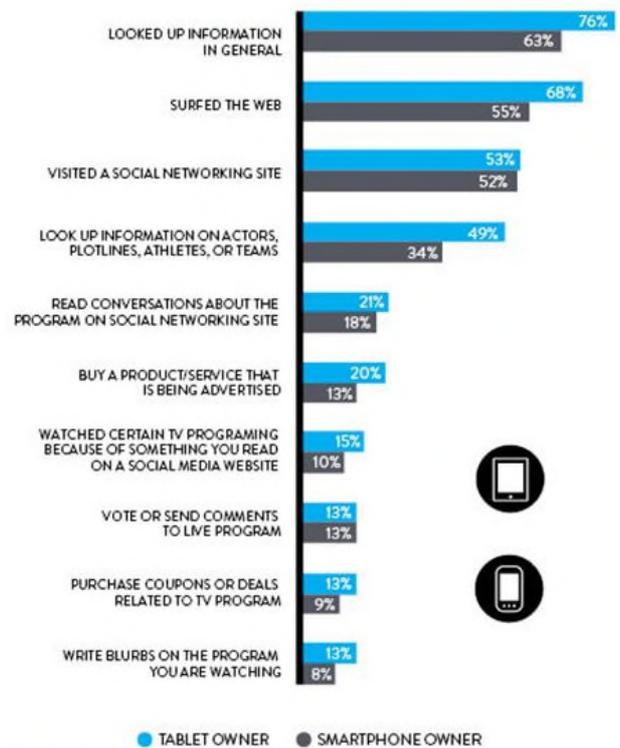
The larger telcos also argue that putting limits on how much they can participate (how much they can get) ties their hands in the auction.

They make the case that the government says they have to have so much revenue so they can also fund a nationwide network for first responders, and all those silly rules just limit how much they can put in their pockets.

At the same time, broadcast bosses are telling the FCC that they need that spectrum "for the public good" to provide critical communications in the event of natural or other disasters.

Sorta', kinda' gives you a lump in your throat. O.K., so if you aren't using your smartphone and other mobile device running around watching TV, what are you doing?

### TABLET OR SMARTPHONE ACTIVITIES WHILE WATCHING TV



**Don't Just Sit There, Do Something** – Because people never seem to be without their mobile device, they obviously have them when they sit down to enjoy some television entertainment, news or sports. They're using the devices to learn more about actors, characters, the plot, advertisers and their offerings and more. Using the mobile device actually adds to viewers' interest.

According to Nielsen, more than half of the smartphone and tablet owners use these devices while watching TV.

No big surprise here because people seem to use them during every single activity in their lives ... yes, that too!

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I call that bold talk from a four-eyed fat man.

LS/MFT

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