



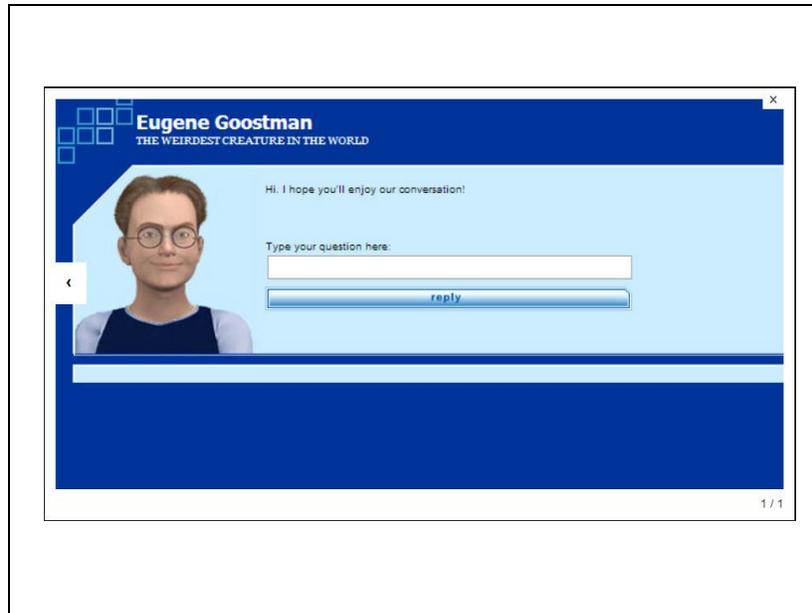
iPad versus Swiss Army Knife

This is really about a philosophy in the approach to the use of tablets, whether they are iPads, Surface tablets, Galaxy tablets, or other mobile devices.

We should view these devices as the practical tools they have become in terms of both content consumption and content creation. We can use them to read or write documents, to view or take photos, to watch or create videos, and more.

But some of us are reluctant to make best use of these new mobile technologies. Our reluctance may arise from the cost, fear of damage or theft of the device, concern for the steepness of the learning curve, confusion by the number of devices available, or our fear of sharing personal information on the internet.

Hopefully, this presentation will deal directly with some of those concerns.



The Turing Test

This slide is intended as a “fun” addition to the presentation, only. Some people fear technology itself. The potential danger of artificial intelligence has long been used as the basis for great stories among science fiction and screen writers. The Turing Test is a test of artificial intelligence; it requires that a computer program (in this case a chatterbot) be able to convince at least 30% of humans that it is a real person. In 2014, a program in development since 2001 used a chatterbot named Eugene Goostman to convince over 30% of listeners that Eugene is a real child.

Technology has become extraordinarily powerful. Rather than fearing it, we should harness it and put it to good use to better our lives.

Read more about Eugene Goostman
http://en.wikipedia.org/wiki/Eugene_Goostman



Secure, Maintain, and Use the Mobile Technology of Your Choice

Let's consider three major aspects of owning mobile technology. We want to be able to secure it, maintain it properly and safely, and use it to our benefit. The chair pictured above is a Scandinavian prototype for a rocking chair that charges an iPad. Notice that it also has an attachment to hold the iPad in place for comfortable viewing. Speakers in the back of the chair are intended to play stereo sound generated by the iPad.

I have tried to find a retailer who actually sells such a chair, but have had no luck thus far.



Making our Mobile Device Secure

What sorts of things are we securing our mobile device against?

Top Left: I apologize for the poor quality of the picture. It is taken from a security camera at a gas station. The figure in the yellow oval on the left is a customer purchasing gasoline for their SUV with tinted windows. The figure on the right is a criminal who is “sliding” up to the front passenger door to steal purses, wallets, electronic devices, or any other valuables left in the unoccupied passenger seat.

Top right: A lot of mobile devices are lost, and there are apps to help you find them. We will discuss a couple of those app’s below. Occasionally, unfortunately, mobile devices are stolen.

Bottom left: An unfortunate video tried to convince some iPad users that iPads work underwater. They do not! Keep liquids away from mobile devices.

Bottom Right: The glass screen of a mobile device may shatter if dropped, and you don’t need to be skydiving to shatter your device. Dropping one from waist height is often enough to do the trick. Protective cases that allow access to the mobile device controls greatly reduce the likelihood of damage. More on that below.

Top Ten iPhone Claims*

1. Cracked Screen
2. Stolen while texting
3. Audio problems
4. Left on car roof
5. Broken by pet
6. Stolen with/from handbag
7. Internet connection failure
8. Charge failure
9. Fluid damage
10. Screen freezes



* Protectyourbubble UK phone insurance company

How Do Mobile Devices Get Damaged?

I wasn't able to find a list of the top ten iPad claims to insurance agents, but this list for iPhones is probably not much different. The list was compiled by ProtectYourBubble, a phone insurance company in the United Kingdom.

I would encourage everyone to do the following immediately upon arriving home following the purchase of an iPad or other mobile device. Make a photo of the markings on the device, noting the serial number. In the photo above, the location of the serial number and model information on the back surface of an iPad is highlighted by a yellow oval. Send this information to your insurance agent and request that your new mobile device be immediately added to your home owner's or renter's insurance policy.

Apple Picking!



Apple Picking!

Apple picking is a new phrase used to describe the rapid theft of an Apple device. Locking the car door did not help. Notice that the thieves used a rapid method to gain access to the inside of the car. Apple devices are prized by thieves because of their high re-sale value. Fortunately, this type of theft is nearly entirely preventable (see the next slide).



Lock Your Valuables in the Trunk!

This photo shows the contents found in the car trunk of a drug dealer. Notice that the drug dealer locked their valuables in the car trunk; the contents include drugs, large amounts of cash, an electronic weigh scale, medical examination gloves, and in the front left corner of the trunk it looks like a mini-iPad.

What can be learned from this photo. Yes, drug dealers protect their valuables from thieves by locking them in the trunk. Who knows the criminal mind better than a criminal?

If you need to leave your mobile device in the car, take the few extra seconds required to lock it securely in the trunk.



What if My Mobile Device is Lost or Stolen

There are a number of great app's that can be downloaded from the app store and installed on your mobile device to help you locate it if it is lost. Fortunately, lost mobile devices are usually found underneath a piece of furniture or under a couch cushion. The Find My iPhone app is shown to the right in the picture above.

But occasionally, a mobile device is stolen. There are some great app's available to help you locate your stolen mobile device. One of my favorites is "Prey." There is a basic, free version of Prey which can be installed on a number of devices and activated online through an internet website. If your device is stolen, you can remotely lock your device. You can determine the location of the device. You can activate cameras on the device to take pictures of whoever is using the device and their surroundings. You can even send pop-up messages to the thief.



Physical Protection

Above are two examples of covers for tablet devices.

Left: The cover on the left is a hard-shell cover. It is humorous and a great gift and it will definitely protect the screen from being scratched. But it is a hard-shell cover and will provide little or no protection for the screen should the device be dropped.

Right: The Nerf Elite Gaming Case for the iPad may be the ultimate in physical protection for your mobile device. The Nerf case and similar gel-filled protective devices are wonderful. Otterbox is a great company that manufactures a wide variety of such cases.

While the Nerf Elite Gaming Case is really well made and reasonably priced, its appearance is very striking, and it screams – “I contain an expensive mobile device.” If you are going to stay close to your mobile device and you are in a safe, known environment, this case may be perfect. But...



Even Good Cases Don't Prevent All Breaks

Otterbox cases may be the best overall cases for protection of your device against a number of potential hazards, including being dropped or exposure to liquids.

But even Otterbox does not claim to prevent all physical damage.

Your best bet is to combine the protection of a great case with insurance. While insurance may pay to replace or repair your device, assuming the deductible is reasonable, you will never want to experience the inconvenience of not having your mobile device.

Leather, foam, gel, rubber cases are all good, but never perfect.

Get insurance!



Why a Plain Leather Case?

Why would you want to carry your iPad in this rather plain looking leather case?

The leather case is relatively waterproof. It provides relatively good shock absorption if dropped. The squared out corners provide a little extra protection against the device being shattered if dropped on a corner.

Most of all, this does not look like a typical iPad case. It looks like the type of case that one would use to carry a scratch pad and some pencils. If you happen to set it down, it is less likely that someone looking for a mobile device is going to grab it.

In the inset on the bottom right are some Apple earbuds. The quality of the audio you will hear when using Apple earbuds is very good. But when thieves are watching for possible victims, they can spot the bright white Apple earbuds from far away. Your best bet is to get some cheap, non-Apple earbuds or headphones for use when you are outside walking around and listening to your mobile device.

Charges – electrical, not criminal!

Charges dropped against Nissan Leaf electricity 'thief'



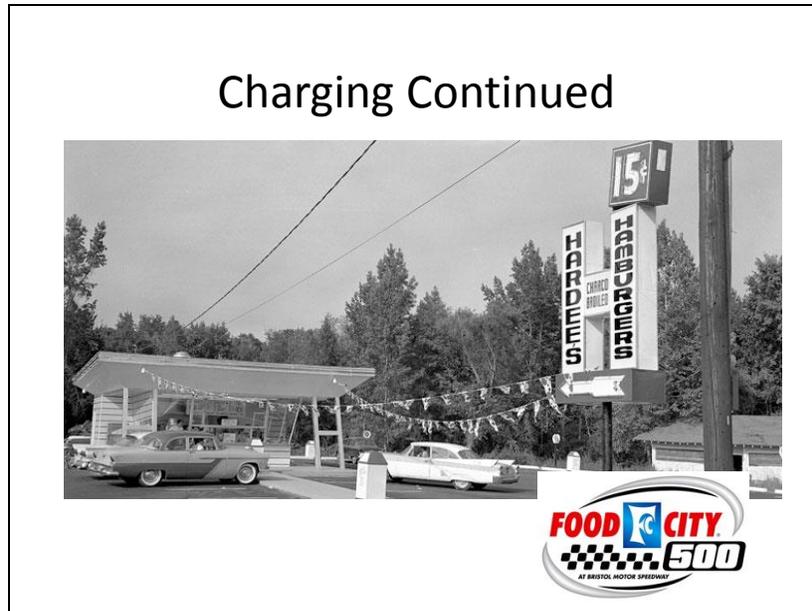
You Have Got to be Kidding!

Whenever I share this story, people stare at me in disbelief, but it really happened. The father of a student stopped at his son's school to watch his son play a tennis game. He plugged in his car as it needed an electrical boost and when he came outside he was arrested. He spent 15 hours in the Chamblee Georgia jail before someone asked if they would arrest people for taking a drink from the water fountains at the school.

While this sounds crazy, it is a precautionary tale for all of us with mobile devices that lose their charge when we travel. If you stop in a restaurant, for example, ask before plugging your device into a wall outlet to charge it.

The power company estimated he had used between 5 and 7 cents worth of electricity, depending on the news source.

Charging Continued



Not a Plug for Hardees or Food City

The first time my family needed to charge one of our mobile devices was during a severe snow storm. We had no electricity at home and we drove to Hardees in Bristol, Tennessee for some good food. Before charging our Kindle, we asked for permission to do so. We were warmly invited to charge the Kindle and enjoyed a great meal.

The Hardee's depicted in the photo above is the original Hardees in Greenville, North Carolina. It is just a great photo that often hangs in Hardees restaurants.

When a lot of people think of Food City, they think of groceries. But we live way out in the country. For a long time, we were unable to get true high speed internet. When we wanted to download eBooks or games, we used the high speed internet at Food City. While we shopped, the kids would download a few books. People used to wonder why our kids loved grocery shopping so much.

While Charging...

- Don't sleep on it!
- Don't call on it!



Mobile Device Related Deaths; Fact or Fiction?

It's more than urban legend! But there have been very few cases of deaths associated with mobile devices. In each instance, it appears that someone was using their mobile device in an unsafe manner. One person, for example, appears to have been electrocuted when charging their mobile device in bed while sleeping on top of the device and using an off-brand charger (not manufactured by the same company that manufactured the mobile device, itself).

I use a number of chargers that are off-brand. But please note:

Do not charge a mobile device in your bed, or anywhere near water. Never talk on a mobile phone while it is charging unless it is an absolute emergency. If you are going to leave a mobile device charging overnight, leave it on a non-flammable surface. If a charger feels dangerously hot, unplug it and discontinue use.



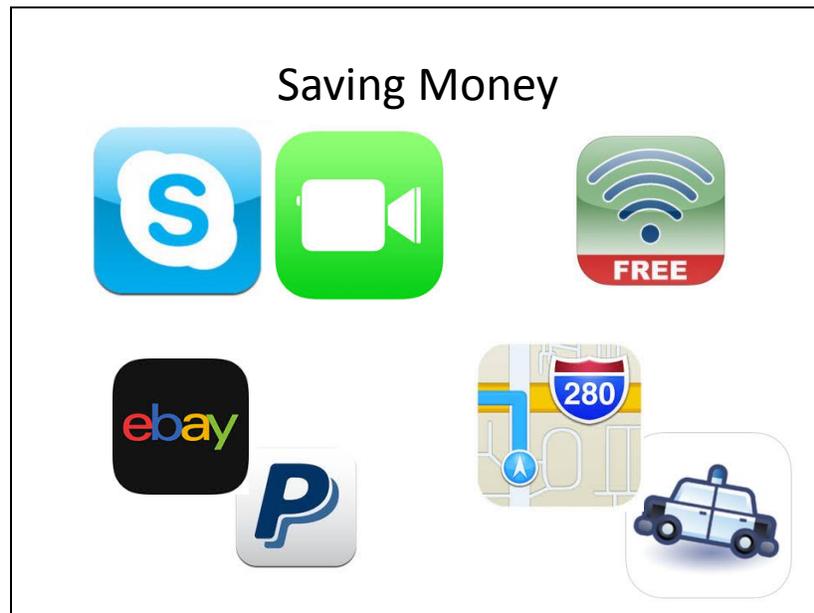
Screen Savers are a Must!

Remember that you are looking through a piece of glass to see everything displayed by your mobile device. The glass can be carefully cleaned, and it can even be buffed to remove small, shallow scratches. But if you don't use a screen saver, you will eventually be disappointed with the performance of your device.

But you really should use a screen saver of some sort. They are made from lots of different types of clear, colorless material.

The very best screen savers are made from tempered glass as they are the most resistant to scratches and they are fairly resistant to shattering. Follow the instructions carefully to have as few air bubbles as possible trapped between the screen protector and the screen. Be patient when applying a screen cover.

And this brings us to the issue of saving money. Tempered glass screen covers are expensive. We recommend that you purchase one online through eBay. You'll find one much cheaper online than in any brick and mortar store.



Saving Money!

Refurbished iPads – Consider purchasing a nearly new iPad through Apple’s refurbished iPad program. It will come with a guarantee. You can purchase refurbished iPads from other vendors, but they may not carry a warranty.

Data Plans – Free WiFi is available in restaurants and hotels. When traveling, we use WiFi at restaurants to check our progress. If you feel that you must have constant navigation or road monitoring with apps like Trapster (bottom right above), you will need a data plan. Just remember, data plans run out of data quickly, so switch to WiFi when available. Get a free WiFi finder that works offline.

Drivers! – Remember, **Tennessee has strict distracted driving laws**. For your safety, do not use a mobile device while driving. Pull over or let a passenger handle the navigation.

Buy accessories on eBay from reputable dealers. You will usually find the products you want at rates cheaper than in brick and mortar stores.

Skype and FaceTime let you use your mobile device like a phone, but for free!

Basic Use



Ready to Get Started

Do some of you remember the guy above? Don Adams as secret agent Maxwell Smart. He always had trouble with his shoe phone.

There are going to be times when you will be frustrated with technology. But you can relax; you are not alone. Seventy percent of all mobile users report that they experience occasional frustration with their mobile device.

No matter which type of tablet you have purchased, you should plan to enjoy the device. They are all pretty good. I use a Galaxy but like the fact that there are so many apps available for the iPad.

People get the most frustrated when they learn that their mobile device won't do something they want it to do. Remember, it's a tool. You don't get mad at a screwdriver because it doesn't hammer nails.

Start with the Concrete

- Tablets have browsers, just like computers.



Begin with the Concrete!

Before we even start to look at apps, consider this; mobile devices, such as iPads, are made to surf the internet. One of the first things you can do with your device is find the browser and start surfing. The experience will differ a little bit from surfing on your laptop or desktop computer as many of the websites have “mobilized” versions that load onto your device to make them a little more readable, and possibly a little more interactive on your mobile device.

Generally, you will find the internet browser on the home screen of the device.

Shown above, moving left to right, starting with the top row, are Safari, Chrome, Internet Explorer, Firefox, Puffin, and Dolphin browser icons. And yes, there are even more browsers!

Tablets have Apps!



App Store



Google play

- Read the documentation!
- Check reviews and ratings!
- Remember you can delete!

Selecting App's for Your Mobile Device

There are over 500,000 app's in the Apple App Store, and if you don't find the one you want, you can always design your own!

Here are a few important tips when looking for app's:

- Read the description of the app to determine if it was developed for use on your particular mobile device. An app designed for a different device might work, but it is unlikely that all of the features of the app will work.
- Check the ratings and reviews. If most people are unhappy with an app, it is very unlikely that you will be satisfied with it.
- If you like an app, give it a positive review and rating. Share the wealth.
- Don't be afraid to try an app – if you don't like it, they are easy to delete. Just hold a fingertip on the app until it starts jiggling and a little x appears beside it. Click the "x" and you will be asked if you want to delete the app.

Consumption/Creation Apps

- News
- Entertainment
- Shopping
- Hobbies
- Games
- Health
- Social Networking
- Tools
- Educational/Spiritual

The Tools (Apps) are Endless

To keep track of the many kinds of apps available, I lump them into the 9 categories above.

Lumping apps into categories helps me keep my “app philosophy” at the forefront. Let’s pick news as a category (and we’ll see more on this below). If you love to follow breaking news, you may want to download all kinds of different news app’s developed by all of the many news networks. But for the sake of simplicity, you may prefer to just download one or two news aggregators.

News aggregator app’s search all of the news sites and find the most important, most talked about, most relevant news items, regardless of source, and make them available to you so you don’t have to surf through many different news sites.

There are aggregators, for news, movies, music, magazines, newspapers, shopping, etc.



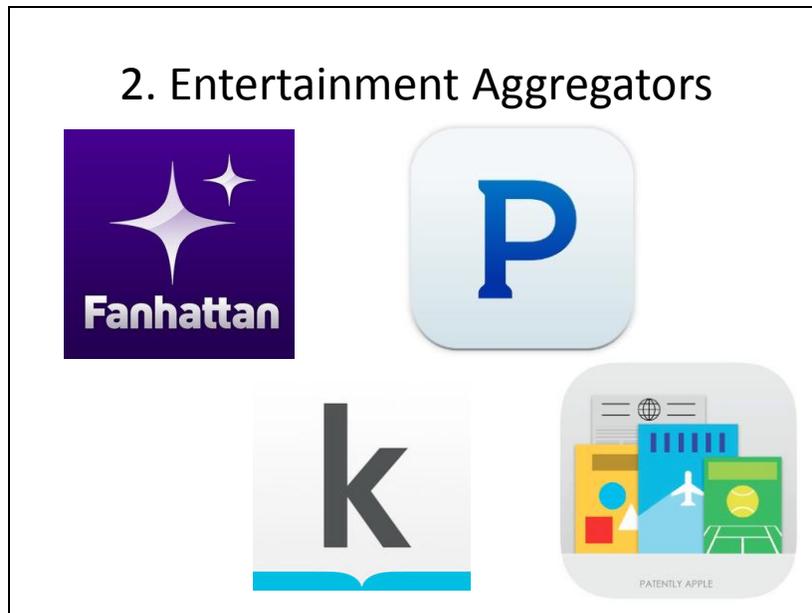
News Aggregator and Weather App's

My favorite aggregators are Digg and Bing. Newstica looks promising. But there are plenty of aggregators and news app's. Get out and take some of them (search the app store for your favorite news network) for a test run. Enjoy the search for what will become your favorite news app's.

Some of the aggregators, like Bing, are edgy. You may find some of the news items offensive. They rate highly those items that people are most likely to discuss in the social networks.

Digg is very edgy. Expect top flight and breaking news, water cooler stuff, talk show highlights, and great conversation starters. Newstica promises to be highly cutting edge. It is very focused on social network discussion traffic.

The Weather channel and Yahoo Weather are essentials for travelers, gardeners, hunters... well, for planning any outdoor activities or events.



Entertainment Aggregators

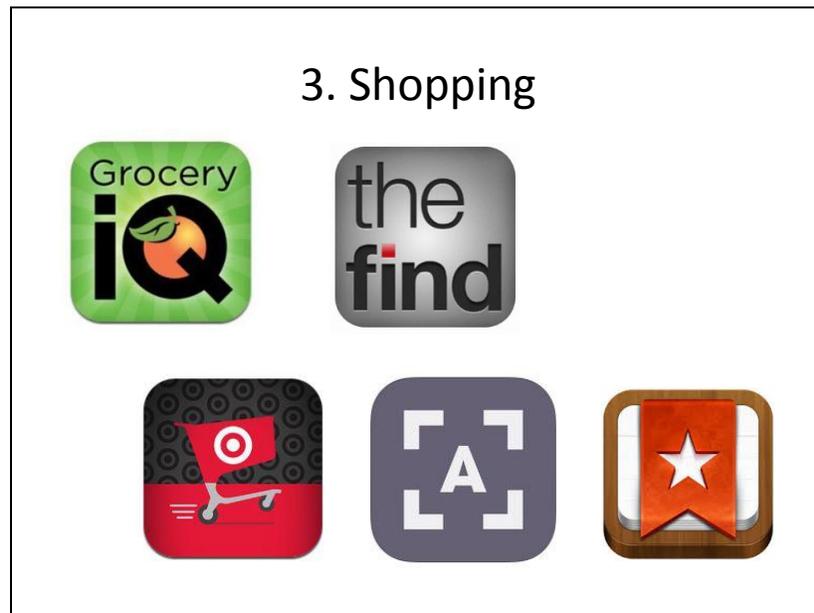
Above are just a few examples of entertainment aggregators.

Fanhattan is a video aggregator. It brings together videos from a lot of other video services, allowing you to use one app to search for videos made available by a number of other services.

Pandora is a music aggregator. It is like a personal radio station that will find and play the kinds of music you like. Definitely worth trying!

I think of the Kobo book app as a sort of aggregator in that it makes available a lot of free books. It also works across various platforms so you can run it on a variety of mobile devices. Not all books are free; they claim to sell over 4 million titles.

Newstand is a magazine and newspaper aggregator that helps you subscribe to and read a huge variety of publications. Definitely worth a look!



Shopping Apps

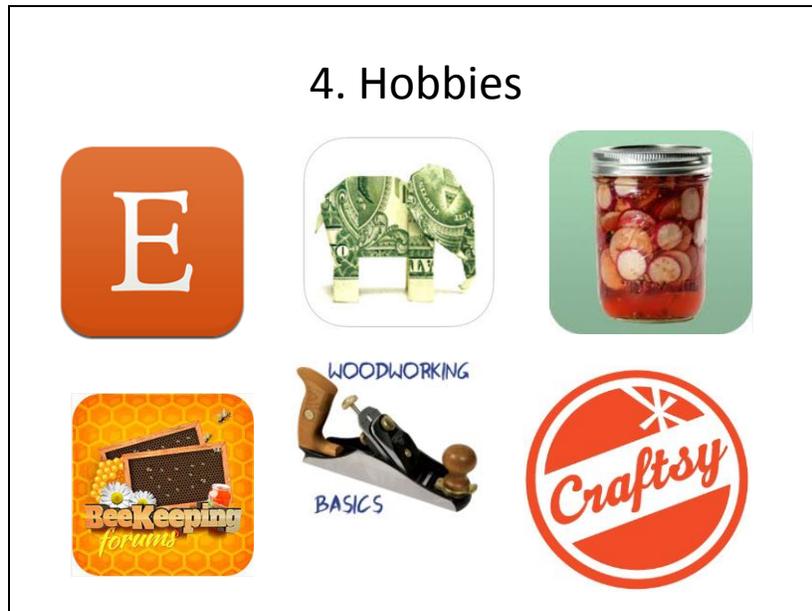
As for the other categories, the apps shown above are merely used as examples. To find the very best app's to fit your lifestyle, you will need to do some research of your own. You can do that by searching for app's in the app stores.

Grocery IQ (top left) and Wunderlist (bottom right) let you organize shopping lists and share them between devices. Grocery IQ even lets you organize your list by aisle. It also looks for and delivers coupons that you can use in your favorite store. You might never forget another item on the list!

The Find does what its name implies. It helps you find anything you want to buy. Definitely worth a look if you are a bargain hunter.

Cartwheel is one of many app's developed for a specific store, in this case for Target. If you like Target, you'll know about every deal available before you walk in the door. Just remember, there are app's for nearly every chain store.

Asap54 (bottom center) lets you share pictures of clothing items or patterns, and helps you find similar items. So if you see someone wearing a jacket you really want, it will make it easier to find one.



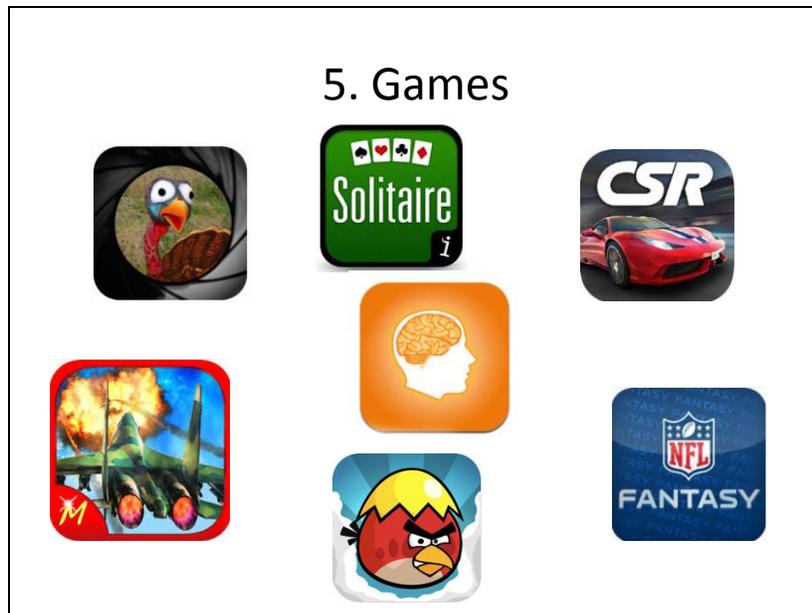
Craft and Hobby App's

There are countless app's to support crafts and hobbies. Above are just a few examples. There seem to be app's to support every hobby.

Etsy is very popular among crafters. Think of it as a store that contains an endless variety of crafty ideas that you can buy or just use as ideas for your own creations. If you are a crafter, you can even use Etsy to sell your creations.

I grabbed some other craft and hobby icons from the app store to show the wide variety of crafts represented. You can really find just about anything. Depicted are an origami app, a pickling app, a beekeeping forum app, and a basic woodworking app.

Craftsy is similar to Etsy but might be focused a little bit more in the learning direction. It has links to online classes and crafting information. A wide variety of hobbies and crafts are covered.



Where Can I Find Games?

Finding game app's is not going to be a problem.

Amidst all of the fun sorts of games, there are games which are fun and which may help improve memory and keep your mind working sharply. An example is **Lumosity**, the icon shown in the middle of all of the others above.

The variety of games available is endless and new games appear constantly. Target shooting, cards, racing, flying, combat, sports, and just plain addictive games that really make no sense are just a few of the categories you will find.

You can be as selective as you wish regarding games. There are plenty that are designed to help sharpen study skills, reading skills, math skills, memory skills, etc.



Health-Related App's

There are nearly as many health-related app's as there are games.

In the top left corner is Stress Doctor to help you manage personal stress levels.

In the top center are examples of app's to help you learn to regulate your sleep cycle. Most of us don't know about sleep cycles, but they evidently have a great impact on our overall physical and mental well-being. Search for sleep cycles.

WebMD has a lot of health and medical information and Medscape may help you determine why you are suffering from certain symptoms. **Medical app's are informative but are never a replacement for professional health care providers!**

Good Rx may help you save money on prescriptions.

Pill Reminder all-in-one helps you keep track of multiple prescriptions, when to take medicine, how much is left, when to reorder, etc.



Social Networks and Tracking Your Grandkids!

There are a multitude of social networks that allow you to track the daily activities and well-being of others while sharing information about yourself.

Facebook – top left corner - very popular – view and share photos, videos, and comments with friends. It remains one of the most popular social networks.

Twitter – top center – very popular – lets you share short messages with followers and tag messages with keywords that others may be searching.

Pinterest – top right – very popular – share images, websites, or other online items by pinning them onto electronic boards that can be shared and followed. People use the boards to share crafting ideas, event planning, literally anything.

Hootsuite lets you follow and post to multiple social networks at the same time.

LinkedIn is a little bit like Facebook but is generally used more as a professional interest sharing board. Google+ is Google's attempt to supplant Facebook.



The Endless Variety of Tools!

We put a lot of app icons here to represent the endless variety of useful tools you will find in the app stores. A few include magnifiers and flashlights, navigation, online secure payment and banking, compasses, levels, language courses (and courses on other subjects), sunrise/sunset app's, QR code readers, tax preparation app's, drawing app's, birthday/anniversary reminders, and drop boxes that allow you to share files and documents between devices and across distances.

Drop boxes allow you to share files with others, if you wish. Alternately, you could upload files, a photo album for example, and access it from a relative's computer while traveling. The files are stored in the "clouds" but are behind passwords unless you choose to share them with specific people.

Questions?

Please pick up a business card.

Don't hesitate to e-mail me.

currie@etsu.edu