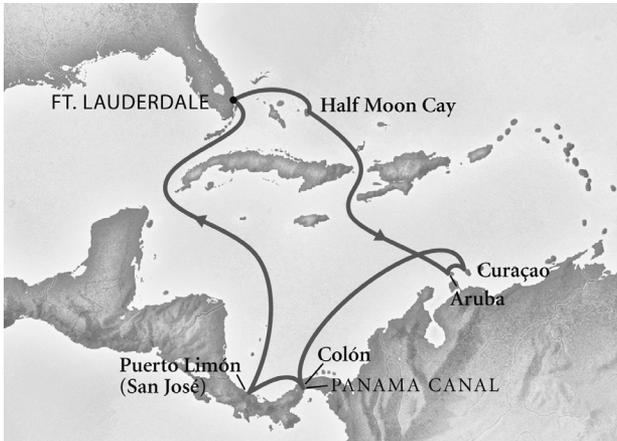


November 3–13, 2007  
**MacMania 7**



**GUIDE TO PROGRAM & EVENTS**

DATE	PORT	ARRIVE	DEPART
Sat., Nov. 3	Ft. Lauderdale, FL		5pm
Sun., Nov. 4	Half Moon Cay, Bahamas	8am	3pm
Mon., Nov. 5	At Sea	—	—
Tues., Nov. 6	Oranjestad, Aruba	Noon	11pm
Wed., Nov. 7	Willemstad, Curaçao	7am	6pm
Thurs., Nov. 8	At Sea	—	—
Fri., Nov. 9	Panama Canal	5am	7pm
Sat., Nov. 10	Puerto Limón, Costa Rica	6am	4pm
Sun., Nov. 11	At Sea	—	—
Mon., Nov. 12	At Sea	—	—
Tues., Nov. 13	Ft. Lauderdale	8am	

# MAC MANIA 7 PROGRAM

## 3rd of November — Saturday

- 5pm** Ship Departs from Fort Lauderdale
- 7pm – 7:45pm** Bon Voyage Cocktail Party  
[ Lido Deck, Indoor Pool ]

## 4th of November — Sunday

- 8am** Ship Arrives Half Moon Cay (indicates appropriate)
- 3pm** Ship Departs from Half Moon Cay for Mac
- 3:30pm – 6:30pm** The Ground Floor Guide to the Macintosh <..... beginners)  
Janet Hill — [ Wajang Movie Theater ]

Your Mac is amazing! If you are a novice computer user, this session is designed for you.

Imagine using a computer designed by people who hate to waste time as much as you do. Where all the hardware and software just works, and works well together. You'll see how the most innovative Mac OS in history changes the way your Mac works for you. You'll learn how your Mac allows you to accomplish more. No matter what you use a computer for — photo or movie projects, Internet and email, financial management, you name it — you'll find that the Mac makes the job go much faster and more enjoyable. This session is designed to help you get the most from your Mac. At the end of this session you will feel like a Pro. Bring your questions or projects and Janet will help you — either after class or in the Ingenious Bar.

- 4pm – 7pm** Amazingly Cool Utilities  
Randal Schwartz — [ Hudson Room ]

This session will show you a ten-pack of useful OS X add-ons, all of which are either free-ware, donationware, or shareware. You'll learn how to give your PowerBook's trackpad new capabilities, capture screenshots and screen movies, control OS X's application menus via a hotkey or mouse button, keep an eye on system performance, automate an incredible number of everyday tasks, and much more.

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### INGENIOUS BAR

Apple stores may own the rights to the name "Genius Bar," but at sea our own near geniuses will be ready to help you get up and running on Macintosh at the MacMania Ingenious Bar. Randal Schwartz, Apple's Applescript Manager Sal Soghoian, Macworld VP & Senior Editor Jason Snell, and our other onboard luminaries will gather to offer informal one-on-one assistance.

## 5th of November — Monday (Sea Day)

- 8:30am – Noon** Maximizing iPhoto  
Derrick Story — [ Piano Bar ]

Even though iPhoto is considered Apple's "consumer" photo application, it has evolved into a powerful image management tool. Many people just don't know how to tap its more advanced features.

During this course, you will learn how to organize, rate, keyword, and image edit in iPhoto. Then you'll see how to take advantage of its amazing output tools to create stunning prints, coffee table books, calendars, greeting cards, slideshows, and more. Plus, you'll discover how to set up multiple iPhoto libraries and switch between them.

- 8:30am – Noon** Introduction to iLife <.....  
Janet Hill — [ Hudson ]

If you are new to iLife, come see what happens when you take five best of breed multimedia applications — iTunes for managing music, iPhoto for digital photography, iMovie HD for editing digital video, GarageBand for creating your own music, and iDVD for creating your own DVDs — and integrate them so they work seamlessly. Suddenly it all connects!

Let your imagination soar: The iLife 07 software applications let you do fun, creative things with your pictures, music, and movies in ways that PC users can only dream about — then you share your joy with family and friends every which way from email and the Internet to print and DVD. An you can do all these things and more, quite nicely, without thumbing through a manual.

- 10:30am – Noon** **INGENIOUS BAR** <.....  
Randal Schwartz & Sal Soghoian — [ Queens Room ]

- Noon – 1:30pm** LUNCH

- 1:30pm – 3:15pm** **INGENIOUS BAR** <.....  
Sal Soghoian — [ Piano Bar ]

- 1:30pm – 5pm** Introduction to Aperture <.....  
Derrick Story — [ Hudson ]

Apple's Aperture is their professional level photo application that streamlines the Raw workflow. You can rate and sort you images using the innovative Stack feature, plus keyword, process, and output your pictures.

This introduction covers all of Aperture's main features and shows you best practices for applying them to your work. Demo versions of Aperture will be available for new users.

- 3:15pm – 5pm** **INGENIOUS BAR** <.....  
Jason Snell — [ Piano Bar ]

**3:30pm – 5:30pm** One-Finger Automation Tricks in Leopard  
*Sal Soghoian — [ Queens ]*

Automation is everywhere in Leopard, with a dramatically improved easier-to-use Automator and a more powerful AppleScript leading the way. Learn how to use these free tools in creative ways, like:

- Create professional-sounding voice tracks for presentations and podcasts without ever speaking a word!
- Publish your Aperture images to the Internet, optimized and organized for viewing on an iPhone
- Create an automatically updated photo blog using iWeb and your iPhone
- Add a full-screen Cover Flow view to your Finder windows!

**6pm – 8pm** Leopard “101” <.....  
*Jason Snell — [ Wajang ]*

Apple’s brand-new operating system is here! We’ll go through the basics of what’s new and help you weigh the decision about whether to upgrade or not. This session will give you an overview of Leopard, preparing you to dive deeper with David Pogue’s session later on during the cruise.

## 6th of November — Tuesday

**Noon** Ship Arrives Aruba

**11pm** Ship Departs from Aruba

**8:30am – 10am** Extreme Googling <.....  
*David Pogue — [ Frans Hals Lounge ]*

So you thought Google was just a Web search page? You ain’t seen nothin’ yet. David Pogue, who won an Emmy for his CBS News profile of Google, will unveil the Google you never knew. It’s a white pages, yellow pages, calculator, aircraft database, driving map, package tracker, auto database, barcode translator, stock ticker, and much more. He’ll explain all — and also take you on a tour of what’s cooking in Google Labs.

**10:30am – Noon** Personal Podcasting Primer <.....  
*Randal Schwartz — [ Piano Bar ]*

Are you a podcast listener? How would you like to be a podcast creator? It’s easy. If you have a Mac you already have most of what you need to join this fast growing medium. InSight Cruises’ podcaster, Randal Schwartz, will show you the ins and outs of podcast recording, editing, and distribution. Learn how to make a professional sounding show without spending a penny, the tricks to finding an audience, using iTunes to do your marketing, and a whole lot more. Bring your ideas for your own personal podcast and you’ll have one ready to upload before the cruise ends.

**10:30am – Noon** Photoshop for Photographers  
*Derrick Story — [ Hudson ]*

Many of Photoshop’s features are for graphic artists, preproduction professionals, and web producers. But this venerable image application also has amazing tools specifically for photographers.

This course will introduce you to the features that can help you take your photography to the next level. You’ll learn how Photoshop can help you create stunning High Dynamic Range (HDR) photos, glorious panorama prints, plus see the five basic tools that every photographer should know how to use.

## 7th of November — Wednesday

**7am** Ship Arrives Curaçao

**6pm** Ship Departs from Curaçao

**6pm – 7pm** Inside Mac OS X “Leopard”, Part 1 <.....  
*David Pogue — [ Wajang ]*

Join this highly entertaining session as NY Times columnist David Pogue makes Apple’s newest Mac OS X operating system — Leopard (Version 10.5) — sing, dance, and walk on its head. Witness a parade of undocumented shortcuts, decipher the unfamiliar Mac OS X folder structure, and discover the power of the Unix system that powers the whole thing. Based on his book *Mac OS X: The Missing Manual, Leopard Edition*, this session is, in particular, a life preserver tossed to anyone who’s interested in finding out which of the 300 new Leopard features are worth learning, and which old features wound up in new places.

## 8th of November — Thursday (Sea Day)

**8:30am – Noon** Pushing iLife to the Limit  
*Janet Hill — [ Piano Bar ]*

So you already know the basics of iLife — come to a session which will push iLife to the limit. Learn all the high-end tricks of effectively producing and publishing your finest work.

With iLife, you can express yourself with images, movies, music, and text. iLife offers a flexible set of learning tools that can help you create content, rather than just consume it.

With the iLife suite, Apple provides all the tools that you need to create and share compelling digital media projects. You can create poetry photo books, scientific documentaries, original music, art portfolios, and more. With iLife, there’s no limit to what you can create. Let me show you how!

We will also have a sharing session during this seminar so you can share high end tips and tricks you have learned so we can all learn more. Bring one of your own iLife tips or tricks to this session.

**8:30am – Noon** Introduction to Lightroom <.....  
*Derrick Story — [ Hudson ]*

Adobe Lightroom is a comprehensive photo management tool that enables photographers to organize, edit, and output their work in a single integrated environment.

This class will introduce you to all of Lightroom's modules, show you how the tools work, and provide you with time-tested workflows to help you manage your images as efficiently as possible.

**Noon – 1:30pm** LUNCH

**1:30pm – 3pm** Which Is Best for You: Aperture, Lightroom, or iPhoto?  
*Derrick Story — [ Hudson ]*

Each of these photo management applications presents its own set of strengths and shortcomings. So how do you determine which program is best for you?

In this course we'll match up the capabilities of these three great tools with different types of photography styles and requirements so you can choose the right application for your needs.

**1:30pm – 4pm** The New iWork '08 <.....  
*Janet Hill — [ Piano Bar ]*

Improved newsletters, smarter presentations, and now spreadsheets. Suddenly work doesn't feel like quite so much like work!

- Stationery, newsletters, resumes, brochures, reports, proposals, business cards — whatever you write, **Pages '08** offers an intuitive way to create beautiful, media-rich documents using impressive features you know how to use right away.
- Amaze your audience with cinema-quality presentations that are easier than ever to create. Use the new features in **Keynote '08** — the latest version of Apple's powerful presentation software — to tell your story effectively and dramatically.
- Introducing **Numbers '08**, the spreadsheet you've been waiting for — and already know how to use. Innovative, powerful, and intuitive, Numbers '08 lets you do everything from setting up your family budget to completing a lab report to creating detailed financial documents.

**3:30pm – 5pm** Integrating Photoshop with Aperture, Lightroom, or iPhoto  
*Derrick Story — [ Hudson ]*

The photo management apps — Aperture, Lightroom, and iPhoto — have good image editing tools that will do the job for about 80 percent of your photography. But what about the other 20 percent of the time when you need more advanced tools for exposure and color correction?

These are the instances when Photoshop really shines. In this course you'll learn how to "roundtrip" from your photo management app to Photoshop. Plus you'll learn tips for color and exposure correction in Photoshop.

**4:15pm – 5pm** **INGENIOUS BAR** <.....  
*Sal Soghoian — [ Piano Bar ]*

**5:30pm – 7pm** Inside Mac OS X "Leopard", Part 2  
*David Pogue — [ Wajang ]*

## 9th of November — Friday

**5am** **Ship Arrives Panama Canal:**

PANAMA CANAL SCHEDULE	ARRIVE	DEPART
Enter Panama Canal at Cristóbal	5:00am	
Cruise Panama Canal/Gatun Lake	7:00am	9:00am
Gatun Lake (shore excursions tender in)	9:00am	10:00am
Cruise Gatun Lake/Panama Canal	10:00am	1:00pm
Leave Panama Canal at Cristóbal		1:00pm
Cruise Limón Bay/Manzanillo Bay		
Colón, Panama	3:00pm	7:00pm

## 10th of November — Saturday

**6am** **Ship Arrives Costa Rica**

**4pm** **Ship Departs from Costa Rica**

**5pm – 6pm** Party!  
*[ Crow's Nest ]*

**6:30pm – 7:30pm** An Evening with Richard Dreyfuss <.....  
*[ Wajang ]*

## 11th of November — Sunday (Sea Day)

**9am – 10am** The *Other Side* of Leopard  
*Sal Soghoian — [ Wajang ]*

Mac OS X Leopard touts over 300 new features, more than even David Pogue can mention in a single session! For those with an unquenchable thirst for Leopard knowledge, this session delves into the other under-publicized features, tricks, and tools. Become a Leopard expert!

**10:30am – Noon** Your iPhone and Your Road Life  
*Randal Schwartz — [ Hudson ]*

Wondering how to optimally integrate iPhone's features into your road life? Here's a case study for you. Randal Schwartz, who travels 30 weeks per year, every year, shows you how he quickly implemented his iPhone as a hub of his travelling lifestyle. What's more, you'll learn how to bring iPhone features and functionality together to better support your road life.

## SPEAKER PROFILES

<b>10:30am – Noon</b>	<b>INGENIOUS BAR</b> <i>Jason Snell — [ Piano Bar ]</i>	<.....
<b>Noon – 1:30pm</b>	LUNCH ( <i>Plus special Alumni Luncheon for invited guests</i> )	
<b>1:30pm – 3pm</b>	<b>INGENIOUS BAR</b> <i>Sal Soghoian — [ Piano Bar ]</i>	<.....
<b>3pm – 5pm</b>	Macworld & Apple Q&A <i>Sal Soghoian &amp; Jason Snell [ Piano Bar ]</i>	<.....
<b>5:30pm – 6:15pm</b>	Timeout with Robin Williams <i>[ Wajang ]</i>	<.....
<b>6:15pm – 7pm</b>	Timeout with David Pogue <i>[ Wajang ]</i>	<.....

### 12th of November — Monday (Sea Day)

<b>8:30am – Noon</b>	<b>INGENIOUS BAR</b> <i>Randal Schwartz &amp; Sal Soghoian — [ Piano Bar ]</i>	<.....
<b>10:30am – Noon</b>	Apple Does Video: iTunes, iPod, iPhone, Apple TV, iMovie <i>Jason Snell — [ Hudson ]</i>	<.....

Video is everywhere in Apple’s ecosystem, from Apple’s software (iTunes and iMovie) to the iPod and Apple TV. In this session we’ll explore how to convert your DVDs and other videos into appropriate formats for viewing on Mac, iPod, iPhone, and Apple TV, explore iTunes video syncing strategies to intelligently fill those devices with videos, and touch on the controversial new iMovie ‘08 and what it means in terms of getting your videos in the right places in the right formats.

<b>Noon – 1pm</b>	LUNCH	
<b>1:30pm – 2:45pm</b>	“The Early Days at Apple” <i>Sal Soghoian — [ Frans Hals Lounge ]</i>	<.....
<b>3pm – 4pm</b>	iPhone: The Missing Manual <i>David Pogue — [ Frans Hals Lounge ]</i>	<.....

The iPhone took three years to develop, is covered by over 200 patents, and is called “revolutionary” by Apple. It’s an iPod, a cellphone, and a wireless touchscreen Internet terminal.

David Pogue, New York Times tech columnist and author of iPhone: The Missing Manual, will take you through the very latest developments concerning the iPhone, its features, its hidden powers, and its backdoors.

### 13th of November — Tuesday

<b>8am</b>	<b>Ship Arrives Fort Lauderdale</b>	
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**Richard Dreyfuss** recorded the voiceover to Apple’s famous 1999 “Think Different” ad campaign which began, “Here’s to the crazy ones, the misfits, the rebels ...”. Prior and subsequent to this iconic cultural role, Mr. Dreyfuss has created a fabric of performance which has been celebrated with an Oscar for Best Actor for “the Goodbye Girl”, Academy Award and Golden Globe nominations for Best Actor in “Mr. Holland’s Opus”, and a star on the Hollywood Walk of Fame.

A representative list of Mr. Dreyfuss’ performances can be found at <http://imdb.com/name/nm0000377/>.

Social and civic action are an element of Dreyfuss’ accomplishments. He speaks and writes on “the issues of media informing policy, legislation, and public opinion in recent years; privacy, freedom of speech, democracy, individual accountability and the importance of teaching Civics in schools”. [wikipedia]

**Janet Hill** has extensive experience in the educational technology field. Formerly a math and science teacher, Janet has a strong tie to education.

Janet received her education degree from Baker University in Baldwin, Kansas. She has Masters Degrees in Biology, Instructional Technology and Gifted Education. Janet is an avid ornithologist and enjoys yearly trips to South America to study birds and ecology.

Janet’s interest in teaching people how to utilize technology stems from her experience in the classroom as well as growing up in a family of educators. Janet’s goal is to help other people find ways to make technology an invisible tool with which to explore the world.

**David Pogue** graduated summa cum laude from Yale in 1985, with distinction in Music. He spent ten years conducting and arranging Broadway musicals in New York, while writing for Macworld magazine on the side.

Today, he’s the weekly personal-technology columnist for the New York Times — a job that entails a weekly print column, a weekly online column, a daily blog and a weekly video.

He’s also an Emmy award-winning tech correspondent for CBS News, a frequent guest on NPR’s “Morning Edition,” and a regular on CNBC’s “Power Lunch.”

With 3 million books in print, David is also one of the world’s bestselling how-to authors. He wrote or co-wrote seven books in the “for Dummies” series (including Macs, Magic, Opera, and Classical Music); in 1999, he launched his own series of complete, funny computer books called the Missing Manual series, which now includes 60 titles.

He’s been profiled on both “60 Minutes” and “48 Hours,” and, in 2007, he was awarded an honorary doctorate in music from the Shenandoah Conservatory.

David and his wife Jennifer Pogue, M.D., live in Connecticut with their three young children. His website is [www.davidpogue.com](http://www.davidpogue.com)

**Randal L. Schwartz** is a renowned expert on the Perl programming language (the lifeblood of the Internet), having contributed to a dozen top-selling books on the subject, and over 200 magazine articles. Schwartz runs a Perl training and consulting company (Stonehenge Consulting Services, Inc of Portland, Oregon), and is highly sought-after speaker for his masterful stage combination of technical skill, comedic timing, and crowd rapport. Schwartz is also infamous amongst the System Administration community for his arguable 1995 criminal conviction while performing activities for the Intel Corporation, and publicly advocates for appropriate computer crime laws. Randal is also a pretty good Karaoke singer, winning contests regularly.

**Jason Snell** is editorial director at Mac Publishing, the publishers of Macworld, Macworld.com, playlistmag.com, macuser.com, and macosxhints.com. Through the years he's written dozens of Macworld cover stories and reviews of key Mac products, and he writes the magazine's monthly "From the Editor's Desk" column. He started writing about the Mac in 1993 at MacUser, and has worked at Macworld since 1997. He was the founder of one of the first Internet-based magazines, InterText, and in his spare time he edits TeeVee.org. He lives in Marin County, California, with his wife and two children.

**Sal Soghoian** is widely touted as "the" AppleScript Guru and driving force behind the continued expansion and acceptance of AppleScript. He began scripting in 1992, after discovering AppleScript could automate the publishing-related tasks at his service bureau. After spending years as an early "online evangelist," Sal continued to serve the AppleScript community as the AppleScript Product Manager at Apple. Throughout his tenure, AppleScript's importance, use, and integration has grown, becoming the indispensable tool for automation and communication on the Mac.

With more than 20 years of experience as a photojournalist, **Derrick Story** now shares his knowledge through teaching and writing about digital media. His goal is to make technology accessible, not intimidating. Best known for books on digital photography, he's equally passionate about video, music, podcasting, and online community.

He's authored *Digital Photography Hacks*, *Digital Photography Pocket Guide, 3rd Ed.*, and contributed to the popular series, *iPhoto: The Missing Manual* with David Pogue. His photo articles are a regular feature in Macworld Magazine.

Derrick is the digital media evangelist for O'Reilly Media (<http://digitalmedia.oreilly.com>). He also runs a virtual camera club at [www.thedigitalstory.com](http://www.thedigitalstory.com) that features weekly photography podcasts, reader-submitted photos, reviews, and pro tips.

**Robin Williams** is the author of dozens of best-selling and award-winning books, including *Mac OS X Tiger* and *Mac OS X Leopard*, *The Little Mac Book*, *The Non-Designer's Design Book*, and co-author with John Tollett of *Cool Mac Apps*. Through her writing, teaching, and seminars, Robin has educated and influenced an entire generation of computer users in the areas of graphic design, typography, the Mac, and the web.