10 Nights in the E. Mediterranean

November 5th–15th, 2008

MacMania™ 8

www.InSightCruises.com/Mac8

Ready to expand your horizons and unlock the secrets of personal productivity while rediscovering the legacy of the ancients? It's not Pyramid power, it's MacMania 8! While the sands of time swirl about, join kindred spirits in exploring the mysteries of the iPhone, customizing your media use for travel, optimizing your digital memory legacy, and organizing and systematizing your Mac work routine. Fabulous destinations await you: Egypt, Santorini, Olympia, Pompei, and more . . .

Delve into our monumental program and get the expert opinions of David Pogue. In a "show me" state of mind? Get the inside scoop on iLife and iWork from iJanet Hill. And just before documents, email, and concurrent events overwhelm us, Merlin Mann bootcamps Mac productivity and workflow.

Join us on MacMania 8 on Costa Cruise Line's m.s. Atlantica, sailing round-trip Genoa, Italy Nov. 5–15, 2008.

Visit **InSightCruises.com/Mac8** or call **650-787-5665** for full details.

Cruise prices vary from $1,349 for an Inside Stateroom to $3,699 for a Full Suite, per person. For those attending our Program, there is a $795 fee. Taxes are $32 per person. Program subject to change.

Macworld

Insight Cruises
EDUCATION THAT TAKES YOU PLACES

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FOR YOUR JOB OR HOME OFFICE

iWork '08
Speaker: **Janet Hill**

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

Pages '08 ••• 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.

Keynote '08 ••• 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.

Numbers '08 ••• 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.

Inbox Zero
Speaker: **Merlin Mann**

Learn the skills and attitude you need to conquer high-volume email! Targeting productivity and sanity in equal parts, Merlin keys you in to the attitudes, tools, and behaviors that are critical to surviving in the age of high-volume, ubiquitous email.

- Why your old email habits won't work today
- The five and (only five) things you can do about any email message
- Strategies for processing email faster and quickly converting messages into *action*
- Using filters and rules to automate repetitive work
- Meet your new best friend: *the delete key*
- How to run an *email dash*
- How and when to *turn email off* (and for how long)

KEYNOTE

What's Left in User Interfaces?
Speaker: **Bebo White**

Do you wonder what the Mac or iPhone interface might look like in 10–12 years? How much more interactive or *rich* can we expect device interfaces to become? Bebo will discuss some of the current research in human-computer interfaces and interaction models and speculate on some of the things we might see (and be able to do) with our personal and work devices in the next decade.

GADGETS

iPhone: The Missing Manual
Speaker: **David Pogue**

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.

Useful Mac Gadgets For Under $50 (and Worth far More)
Speaker: **Randal Schwartz**

What tools would a connoisseur of Mac freebies actually spend money on? Get the lowdown on Randal's cherished set of utilities and daily-use applications that are all under $50, and which he says are darn well worth the money. You'll review Randal's favorites and get his usage hints on how you can harness these nifty "gadgets" for better productivity.

Useful Mac Gadgets—Free!
Speaker: **Randal Schwartz**

Take a look at Randal Schwartz' carefully selected trove of over 200 "free" downloads snared by watching VersionTracker and MacUpdate and a few other sources. Learn about the best of the lot, why and how Randal selected them, and how these freebies can help you do that thing you do.

Living on the Road: How TiVo and Slingbox Save My Life and Can Save Yours, Too
Speaker: **Randal Schwartz**

Randal won't admit to being addicted to TV, but he does have a TiVo, and well, there are shows that he insists on watching on a regular basis (like Stargate Atlantis and reruns of Everybody Loves Raymond). Given extensive exposure to the horrible programming on hotel cable TV, Randal was inspired to connect to his preferred diet of home TV offerings from the road. Learn how he beefed up his TiVo to hold more things at home, and added a Slingbox to bring his home TV experience to anywhere in the world where he can get broadband. Fear not. Take a listen and never be forced to watch mediocre TV in a hotel room again.

PERSONAL PRODUCTIVITY

Extreme Googling
Speaker: **David Pogue**

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.

Becoming a "Black Belt Googler"
Speaker: **Bebo White**

In June 2006, the Oxford English Dictionary, the authority on the English language, officially accepted "Google" as a verb. It logically follows, then, that "Googling" can be recognized as a skill. In this session you'll learn how to be an "expert 'Googler'" by writing search queries that take full advantage of Google's input logic and optimize your chances of finding exactly what you want quickly and efficiently. You'll test your searching skills with a variety of logic problems and puzzles and trivia contests complete with prizes and awards for the best "Googlers."

The iPhone and Your Road Life
Speaker: **Randal Schwartz**

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.

Practicing Advanced Productivity Workflow
Speaker: **Merlin Mann**

Transcend from power user to deadly ninja with an action-oriented Mac system. Merlin gives you an advanced look at specific apps for getting organized and productive on your Mac—with a heavy focus on implementation of an integrated Mail and Action management system.

- Mail Tags and Mail Act-on
- Quicksilver triggers and gestures
- OmniFocus for task management
- customizing around how you work (and how you think)
- the secret lives of "life hacks"

Mac Productivity Bootcamp
Speaker: **Merlin Mann**

Ready to learn the applications, Preference Panes, scripts, and hacks that can shave an hour off every day?

The Mac has always had its share of time-savers and time-wasters (anyone remember "Talking Moose"?). But since the introduction of OS X in 2001, we've seen an explosion in the creation of smart tools for increasing productivity and using our Macs more efficiently. We'll look at a few of the *very best chunks of functionality you can put on your Mac,* and how to use them to start saving time, starting today.

- application launchers like Quicksilver
- key-shaving helpers like TextExpander
- auto-organizers like Hazel
- Finder enhancements like PathFinder
- distraction-beaters like Spirited Away

Do it Fast- Quicksilver Fast!
Speaker: **Merlin Mann**

You'll learn how to get started with the application that's changing how people use their Macs.

Quicksilver has done nothing short of revolutionizing the way Mac power users are living in OS X. Much more than a simple app launcher, Quicksilver is an emerging framework that creates a unified GUI for accessing and manipulating practically any kind of information on your Mac.

- basics of setup
- learning the panes
- the power of the "functional sentence"
- how Quicksilver learns from *you*
- sample uses, easily moving information around

One-Finger Automation Tricks in Leopard
Speaker: **Sal Soghoian**

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:

- 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!

YOUR DIGITAL ART LIFE

Digital Photo Workflow: Shoot and Edit Like a Pro!
Speaker: **Lesa King**

How do you capture and translate *the sight* that motivated you to *snap it* into a memorable photo? Whether you're using a digital SLR or a point-and-shoot, you'll learn the pros' techniques for getting better shots in camera and their disciplined approach to expressing creativity. Learn how to use photo effects including soft vignettes, collages, partial color, gorgeous grayscale, select retouching, and more to enhance your digital images.

From Snapshot to Art
Speaker: **Lesa King**

What story is your photo telling? Explore the many ways of accentuating the subject matter and topic of a photo, drawing the viewer's eye and creating context. Lesa will give her perspective on partial color effects, picture within a picture, turning a photo into a pencil sketch, selective blur effects, creative vignettes, and more!

How to Handle 1000 Photos a Day (and Publish 300 of Them)
Speaker: **Randal Schwartz**

Take a lot of photos when you travel? Would you like to minimize the work of polishing and "publishing" while maximizing your artistic exposure? Learn how to manage this kind of work flow when it's not part of your "day job". Randal will tap his experience with major photo throughput and will show you how to use various tools, including Aperture, FlickrExporter, Google Earth, and the Flickr interface to share your best digital photos.

Selected Bits o' Retouching Wisdom
Speaker: **Lesa King**

Retouch photos like a pro with these simple yet powerful techniques. Selective skin softening and sharpening, blemish and bag banishing, teeth whitening, and color cast zapping.

Organizing Your "Digital Memories"
Speaker: **Bebo White**

Photographs and photo albums (and the memories they relate) are high up on many people's lists of cherished items. But how much information do you remember about your photographs? When and where was it taken? Who are all these people? What were the surrounding circumstances? How might all this personal "memory keeping" change when so many of our memories are digital multimedia? Will CDs be saved instead of photo albums? In this session you'll learn how to efficiently combine digital photos, video, scanned documents, and memory narration using widely available (usually free) applications, and simple processes and methods. The results will be priceless records of special events and personal history sure to be treasured and understood in context by you and your family. We'll start right away with your memories of this cruise!

iLOVE MAC's iLIFE

iLife '08
Speaker: **Janet Hill**

Discover new ways to enjoy photos, create movies, make music, podcasts, websites, and more with iLife '08.

iPhoto '08 ••• Getting into digital photography? Learn how to make jumbo prints, edit and enhance your photos, and publish your photos to the web. We'll also demonstrate how easy it is to organize and share your photos, by creating a Photocast album.

iMovie '08 ••• In this session, you'll learn how to create your own digital video masterpieces to put on your shelf next to the Hollywood blockbusters. We'll show you how to edit your digital footage in iMovie using several of its innovative tools.

GarageBand '08 ••• Learn how GarageBand can take you from the recording studio to the radio booth. Not only can you compose and record music directly into your Mac, now you can also create and record podcasts with or without music and post them on the web. No music or broadcasting experience required.

iWeb '08 ••• You're ready to take your website, blog, or podcast to the next level. With iWeb, create web sites and blogs complete with podcasts, photos, and movies. When it's time to take your podcasts live, iWeb makes it quick and simple.

iDVD '08 ••• Learn how easy it is to create dazzling DVDs, now in widescreen format. Choose a theme, add movies and photos, and voila! Burn a DVD with one click.

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