MacTechnics

NEWSLETTER FOR

FEBRUARY

18TH, 2023

THE ANNUAL DEMO FAIR

I. Apple Industry News

A. [Down is up: iPhone slumps, iPad soars, and a huge quarter is too small](#)

Apple had its first year-over-year decline in four years, but Tim Cook and company see light coming through the tunnel.

B. [Apple earnings will be the latest sign the tech industry is coming back to Earth](#)

Apple's upcoming earnings could be a bellwether for the rest of the industry

Apple (AAPL) will report its first quarter earnings after the bell on Feb 2nd. The announcement follows a string of stinging reports from tech companies including Intel (INTC), Snap (SNAP), and Microsoft (MSFT) warning of slowing growth and sales.

C. Apple commits $430 billion in US investments over five years

The accelerated commitment will fund a new North Carolina campus and job-creating investments in innovative fields like silicon engineering and 5G technology.

D. Apple's Q1 2023 earnings show first revenue decline in nearly 4 years

Production and inflation woes weigh heavily on Apple's holiday quarter.

E. Apple expands industry-leading commitment

[to protect users from highly targeted mercenary spyware](#)

Apple is previewing a groundbreaking security capability that offers specialized additional protection to users who may be at risk of highly targeted cyberattacks from private companies developing state-sponsored mercenary spyware. Apple is also providing details of its $10 million grant to bolster research exposing such threats.

F. [Apple says using its own chips gives it a 'unique advantage' over PC industry](#)

It's been a little more than two years since Apple ([AAPL](#)) kicked long-time partner Intel ([INTC](#)) to the curb in favor of designing its own chips. And with its latest processors hitting the market in its new MacBook Pros and Mac minis the tech giant says its bet has paid off handsomely.

G. [PSA: Make Sure to Update Soon,](#)

[macOS Ventura 13.2.1 and iOS 16.3.1 Address Actively Exploited Vulnerability](#)

Monday February 13, 2023 11:02 am PST by Juli Clover

The macOS Ventura 13.2.1, iPadOS 16.3.1, and iOS 16.3.1 updates that Apple released today include minor bug fixes and address security vulnerabilities, and because one of the vulnerabilities was known to be exploited in the wild, it's important to update to the new software as soon as you can.

II. Apple Hardware

A. THE M2 PRO WON'T MAGICALLY TURN THE MAC INTO A GAMING MACHINE

Apple has a gaming-ready Mac that doesn't cost a fortune, but the experience is still a long way off from rivaling what you get on a PC.

B. Forget a new HomePod, Apple needs an assistant that's actually smart

Siri is the cloth-eared and wildly overconfident elephant in the living room.

C. Apple says interest in the 'richer, larger' HomePod is at an all-time high

The 2nd-generation speaker goes on sale today, Feb 3.

D. [Best USB-C hubs and adapters for Mac 2023](#)

USB-C and Thunderbolt Macs often need more ports. These USB-C hubs and adapters for MacBooks and Macs are the best we have tested.

E. [APPLE EXECS ON M2 CHIPS, WINNING GAMERS AND WHEN TO BUY A MAC](#)

In an interview, senior Apple execs talk to TC about roadmaps and hopes for Apple Silicon

III. Apple Software

A. [BEST CLOUD STORAGE SERVICE FOR MAC](#)

iCloud Drive is much improved in recent years, but there are plenty of other options. Which is best? We round up the best cloud storage options for users of Macs and other Apple devices.

B. [Security researchers warn of a new Google malware scam that could infect your Mac](#)

So-called 'malvertising' is the exact reason why Apple wants you to use its App Store.

C. Watch out Apple, Google! U.S. agency wants major changes to app industry

Apple has always cited security as the reason why it doesn't allow sideloading on the iPhone. Sideloading is when an app is downloaded and installed from a third-party app storefront. Since Apple has no control over the apps in a third-party app store, it worries that iPhone users will end up installing malware. Android users are allowed to sideload apps although we do suggest that you limit the apps you sideload to those from developers you're familiar with.

Ⅳ. DEALS

A. SAVE UP TO $500 ON THE 14- AND 16-INCH MACBOOK PRO IN AMAZON FIRE SALE

The M2 Pro and Max MacBook Pros are very nice—but $500 off the M1 models is even nicer.

B. *Attention everyone!*

NEW BUNDLE IS IN THE AIR

2023 New Year's Mac App Bundle

48 macOS Software & Design Tools **BundleHunt New Year macOS bundle** is now live and jam-packed with a whopping 48 top-of-the-line macOS apps and design tools!

- 48 macOS App and Design Tools; discount starting at $1 per app
- All Apps are directly provided by the official software developers
- Latest and full working version of each app.
- Receive a **$3.5 discount** on all orders over $30.

48 Premium macOS Software

MOUNTAIN DUCK

Cyberduck for mounting volumes in the file explorer.

Worth

~~39.00~~

Sale Price

8.00

MORE DETAILS

Add To Bundle

WindowsmacOS macOS Bundle

BETTERZIP

The most advanced zip and rar archiver for file compression, encryption.

Worth

~~24.95~~

Sale Price

6.99

MORE DETAILS

Add To Bundle

macOS macOS Bundle

SWISH

Insanely great window management.

Worth

~~16.00~~

Sale Price

3.99

MORE DETAILS

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macOS macOS Bundle

ANYCOMPRESSOR

Compress jpg png, animated GIF

Worth

~~19.99~~
Sale Price
3.00

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EPUBOR EBOOK AUDIBLE CONVERTER - 1 YEAR
Best AAX to MP3 converter to remove DRM and convert protected audiobooks from Audible.
Worth
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Sale Price
4.00
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APP TAMER

Tames your processor-monopolizing apps and keeps them from chewing up excessive CPU time and battery life.

Worth

~~14.95~~

Sale Price

5.00

MORE DETAILS

Add To Bundle

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INFINITE REFLECT PRO
Infinite Reflect is the most advanced reflection and surface tool!
Worth
~~29.99~~
Sale Price

2.50

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HAZEOVER

Distraction Dimmer for Mac. Help yourself focus on one thing at a time. Automagically.

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~~4.99~~

Sale Price

1.00

MORE DETAILS

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macOS macOS Bundle

PRESENTIFY
Screen Draw. Highlight Mouse.
Worth
~~8.00~~
Sale Price

3.00

MORE DETAILS
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INFINITE SKIES PRO

Choose from virtually unlimited skies with the innovative Timelapse Engine.

Worth

~~29.99~~

Sale Price

2.50

MORE DETAILS

Add To Bundle

macOS macOS Bundle

DONEIT

Never Forget About Your Tasks, Just Get Them All Done

Worth

~~16.99~~

Sale Price

3.00

MORE DETAILS

Add To Bundle

macOS macOS Bundle

MISSION CONTROL PLUS

Manage your windows in Mission Control, adding keyboard navigation, shortcuts and more.

Worth

~~8.99~~

Sale Price

3.50

MORE DETAILS

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macOS macOS Bundle

BATTERIES

Track all your devices' batteries from your Mac.
Worth
~~8.99~~
Sale Price

2.50

MORE DETAILS
macOS macOS Bundle

MONSTERWRITER

The most enjoyable desktop app for writing a thesis or paper.
Worth
~~34.99~~
Sale Price

2.50

MORE DETAILS
Add To Bundle
macOS macOS Bundle
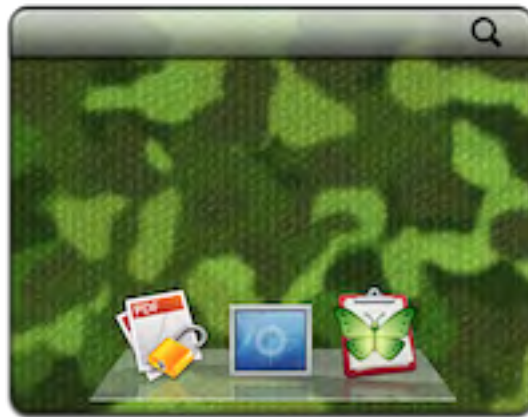
GREENBOOKS
Money management made simple
Worth
~~29.99~~
Sale Price

5.00
MORE DETAILS
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CAMOUFLAGE
Camouflage hides your Desktop Icons
Worth
~~14.99~~
Sale Price

2.50

MORE DETAILS
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MAWATERMARKER4

maWatermarker is much more than a great watermark application for macOS.

Worth

~~14.99~~

Sale Price

4.50

MORE DETAILS

Add To Bundle

macOS macOS Bundle

MAPHOTORESIZER 2

The crop and resize photo application for macOS.
Worth
~~9.99~~
Sale Price

2.50

MORE DETAILS

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MYDRAW - 1 YEAR

An diagramming software for drawing flowcharts, org charts, mind maps, network diagrams, floor plans, & business diagrams.

Worth

~~69.00~~

Sale Price

3.50

MORE DETAILS

Add To Bundle

macOS macOS Bundle

FONTBOOK

Keeps track of the key codes for font characters.

Worth

~~10.00~~

Sale Price

2.00

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macOS macOS Bundle

QUARTZCODE

QuartzCode is a Fast, lightweight and powerful animation tool.

Worth

~~89.99~~

Sale Price

3.00

MORE DETAILS

Add To Bundle

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WEBP CONVERTER - ANYWEBP

WebP to JPG/PNG & JPG to WebP

Worth

~~7.99~~

Sale Price

2.50

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FOCUS -LIFETIME LICENSE

Block distracting apps and websites during focus time

Worth

~~49.99~~

Sale Price

4.00

MORE DETAILS

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DISK XRAY

Mac disk analyzer and duplicates finder

Worth

~~14.95~~

Sale Price

2.50

MORE DETAILS

macOS macOS Bundle

PDF WATERMARKER

Easily Watermarker Your PDF

Worth

~~6.99~~

Sale Price

2.50

Add To Bundle

macOS macOS Bundle

PALETRO

Command Palette in any applications on macOS

Worth

~~6.99~~

Sale Price

2.00

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macOS macOS Bundle

DROPSYNC
The fast flexible folder updater
Worth
~~16.00~~
Sale Price

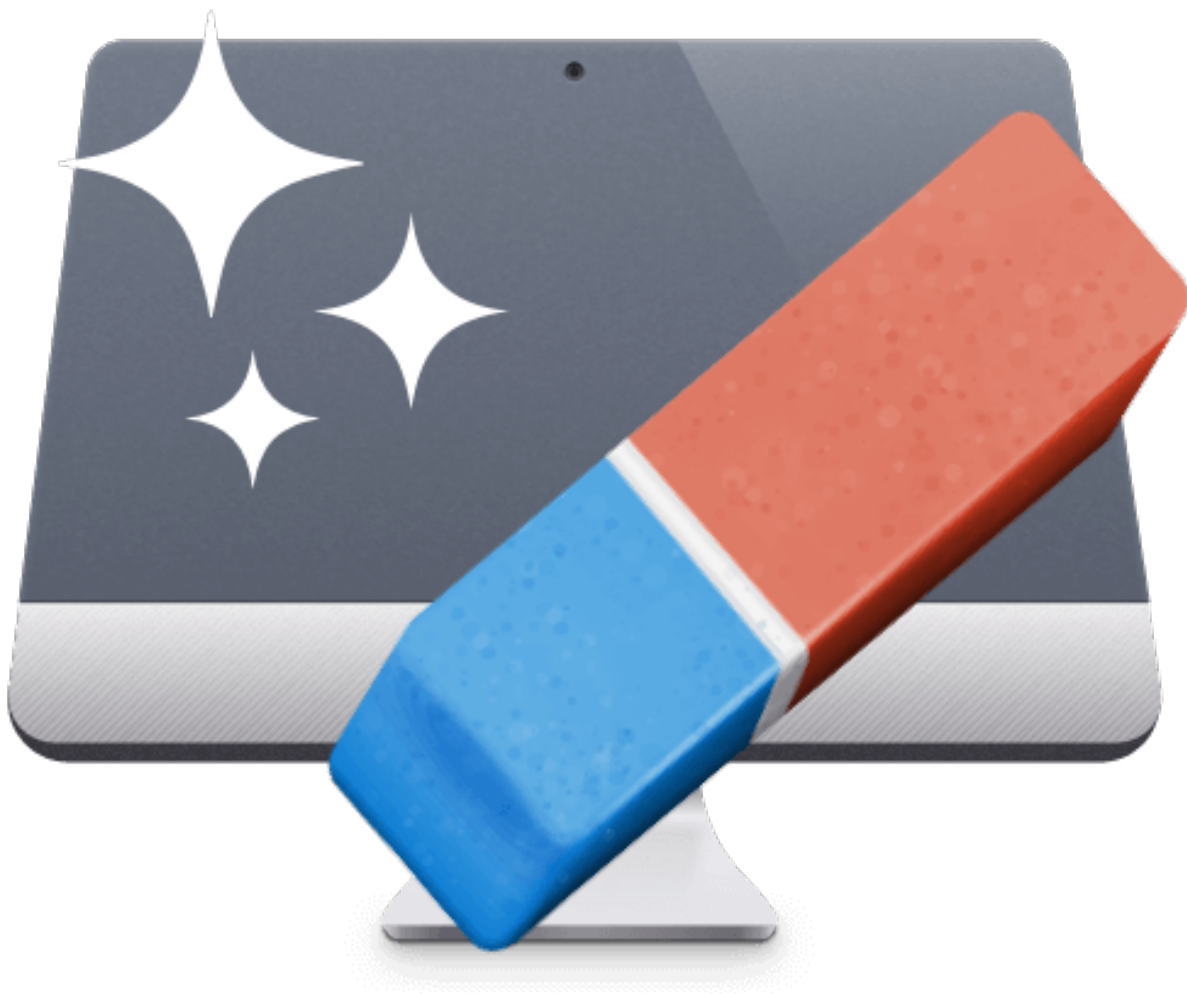# 3.50

MORE DETAILS
Add To Bundle
macOS macOS Bundle

SUPER ERASER
Powerful and Safe Mac Data Erasure Software
Worth
~~59.00~~
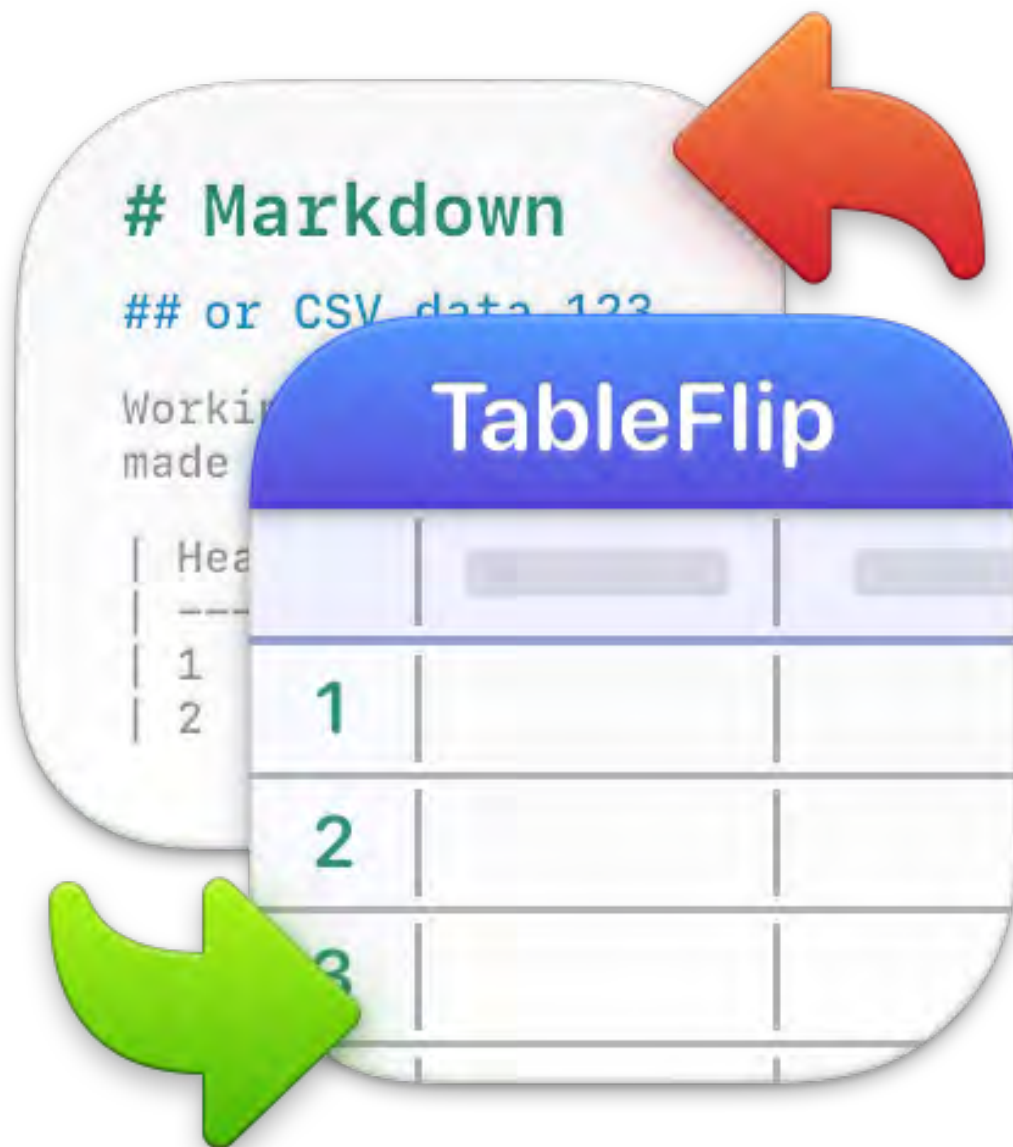Sale Price

2.50
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TABLEFLIP
The Markdown table editor
Worth
~~9.99~~
Sale Price

2.00

MORE DETAILS
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DOYOURCLONE FOR MAC
Easy-to-use disk clone & disk copy software for Mac
Worth
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Sale Price

2.50
MORE DETAILS
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macOS macOS Bundle

MOCKGO

Jailbreak-Free iPhone GPS Location Spoofer.
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~~79.95~~
Sale Price

4.50

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DO YOUR DATA RECOVERY PRO
Safe, powerful and easy-to-use Mac data recovery tool
Worth
~~129.00~~
Sale Price

3.00

MORE DETAILS
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macOS macOS Bundle

SMULTRON

An elegant and powerful text editor that is easy to use

Worth

~~7.99~~

Sale Price

3.00

MORE DETAILS

Add To Bundle

macOS macOS Bundle

VIPER FTP- 1 YEAR LICENSE

Simple, user-friendly yet powerful FTP client for Mac

Worth

~~19.00~~

Sale Price

3.00

MORE DETAILS

Add To Bundle

DATA GUARDIAN
Secure database application with 448-bit Blowfish encryption.
Worth
~~29.95~~
Sale Price

2.00
MORE DETAILS

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CURRENCY ASSISTANT 3

Convenient currency conversion.

Worth

~~9.00~~

Sale Price

2.00

MORE DETAILS

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WORLD CLOCK DELUXE 4

Multi-time clock, time converter, and meeting planner.

Worth

~~19.00~~

Sale Price

2.50

Add To Bundle

macOS macOS Bundle

MACMAGIC

Clear up gigabytes of lost storage space crowded up by the caches of poorly optimized apps

Worth

~~19.95~~

Sale Price

2.00

MORE DETAILS

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macOS macOS Bundle

FANTASY MUSIC AND SAMPLES PACK

Perfectly suited to any fantasy games, movies, documentaries, advertising, or any kind of cinematic project.

Worth

~~19.00~~

Sale Price

1.50

MORE DETAILS
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EMOTIONAL MUSIC AND SAMPLES PACK

Perfectly suited to any fantasy games, movies, documentaries, advertising, or any kind of cinematic project

Worth

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Sale Price

1.50

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AMBIENT SOUNDSCAPES PACK

A fantastic package of ambient soundscapes like you have never heard before

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Sale Price

1.50

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10 DISPLAY FONTS

10 wonderful fonts with a unique, detailed and handmade look.

Worth

~~15.00~~

Sale Price

1.00

MORE DETAILS

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macOS macOS Bundle

5000+ PROFESSIONAL LUTS BUNDLE

Quickly create an amazing Cinematic film grade

Worth

~~39.00~~

Sale Price

2.00

MORE DETAILS

Add To Bundle

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2000 FILMMAKING LUTS AND PRESETS BUNDLE

Quickly create an amazing Cinematic film grade

Worth

~~29.00~~

Sale Price

3.50

MORE DETAILS

Add To Bundle

macOS macOS Bundle

100 SKIES PACK

A collection of 100 sky overlays.

Worth

~~19.00~~

Sale Price

2.00

MORE DETAILS

Add To Bundle

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100 GRADIENT BACKGROUNDS

100 colorful gradients that are useful for you to create modern designs

Worth

~~9.00~~

Sale Price

2.50

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1000+ REALISTIC PHOTO OVERLAYS BUNDLE

Give your clicks an elegant touch with just a simple drag and drop.

Worth

~~25.00~~

Sale Price

2.50

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1500+ PHOTOSHOP BRUSHES BUNDLE

Create a unique design and get fun when you painting.

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Sale Price

3.00

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Just get the apps you need, and nothing else!

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We've been there and we know how it hurts. That's why we created a system for mac lovers to curate their own mac bundles. This way you're not stuck with apps you'll never use. Just get the apps you need, and nothing else!

Every once in a while we launch a brand NEW hand-picked selection of premium Mac apps to choose from; just Choose ANY app you like.

Build Your Mac Bundle AND Save-A-Lot!

Whether you're unwrapping your first Mac, or getting an upgrade, you'll need some apps for your new computer. We're here to help, with some of the best Mac software to get you started.

- ## Unlock The Bundle for $3.5
  Unlock the bundle to access some of the best-selling Mac software starting of $1 per app.

  ### - Receive a **$3.5 discount** on all orders over $30.

- ## Build Your Dream Bundle
  Create your own bundle, select any number of apps that you like.

- ## Legitimate
  Every app has been added on a contract basis with its creators. All the software included are legitimate with the original license directly provided by the developers.

- ## Fully activated Mac Software
  You get to download and activate the full version of each app you add to your selection.

- ## Latest version
  Developers provide the latest version of each app, compatible with the latest version of macOS.

- ## Multiple licenses per app
  Add multiple license keys (max of 3 keys) for any app you like.

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Essentials** **$99.00**

Painter

$199.00

TextExpander

$39.96

**Intego Mac
Premium Bundle X9**

$84.99

**WinZip for
Mac Pro**

$54.95

**Hype 4.1
Professional**

$99.99

Parallels Toolbox

$24.99

Cardhop

$19.00

AdRemover

$39.99

Fantastical Scheduling

$19.00

Parallels Access

$19.99

D. IPAD AIR

Tuesday February 14, 2023 8:08 am PST by Mitchel Broussard

Amazon today has discounts on Apple's 2022 iPad Air, including multiple all-time low prices on these tablets. In total, you'll find up to $99 off these tablets, with record low prices available for both Wi-Fi models.

V. iOS Korner

A. [IPHONE 14: BUY NOW OR WAIT?](#)

Is this a good time to buy the latest iPhone?

B. [Apple Dynamic Island: What's Good and Bad About It](#)

The design of the iPhone 14 Pro is hardly possible to call revolutionary. It's an excellent example of gradual design evolution and perfecting individual design decisions. However, one design decision of the iPhone

14 Pro got much media attention. This feature is called Dynamic Island.

C. [Apple's iPhone and Mac Sales Boom During the Pandemic Has Hit a Snag](#)

Apple is the latest tech giant to report economic struggles, which have been rippling across the industry.

D. [THE APPLE WATCH ULTRA IS AGAIN RUMORED TO GET A NEXT-GEN MICROLED DISPLAY](#)

The 2nd generation of Apple's biggest watch could tip the scales at 50mm.

E. WHY APPLE AND SAMSUNG'S DEVICE COMPETITION IS GREAT FOR CONSUMERS

One of the great technology rivalries that have emerged over the last 6- 10 years has been the one between Apple and Samsung for the hearts and minds of the smartphone, smartwatch, and earbud consumers. Apple started the smartphone revolution in 2007 but Samsung, using their version of Android, joined the smartphone race shortly after and has made serious inroads into this lucrative mid to high-end field of hand-held computers. Soon after Apple introduced the Apple Watch and AirPods, Samsung doubled down on innovating around these devices too, and many now consider them an equal competitor to Apple on all of these above-mentioned products...

F. ONLY 50% OF IPHONE CASINGS MADE IN INDIA MEET APPLE'S QUALITY STANDARDS

Tuesday February 14, 2023 5:55 am PST by <u>Hartley Charlton</u>
Apple is facing difficulties scaling up its production operations in India amid poor component yields and slow progress, the *Financial Times* reports.

VI. Tips & Tricks

A. HOW TO DICTATE ON MAC

Learn how to maximize on time and efficiency with Voice-to-Text dictation on a Mac. (Video)

B. LEARN HOW TO USE DICTATION ON YOUR MAC

In macOS Catalina enhanced dictation is now part of Voice Control as part of your Mac's Accessibility features. It has several improvements over previous version of macOS dictation, including several ways to work to correct text, move the cursor, make selections and type difficult words. (VIDEO)

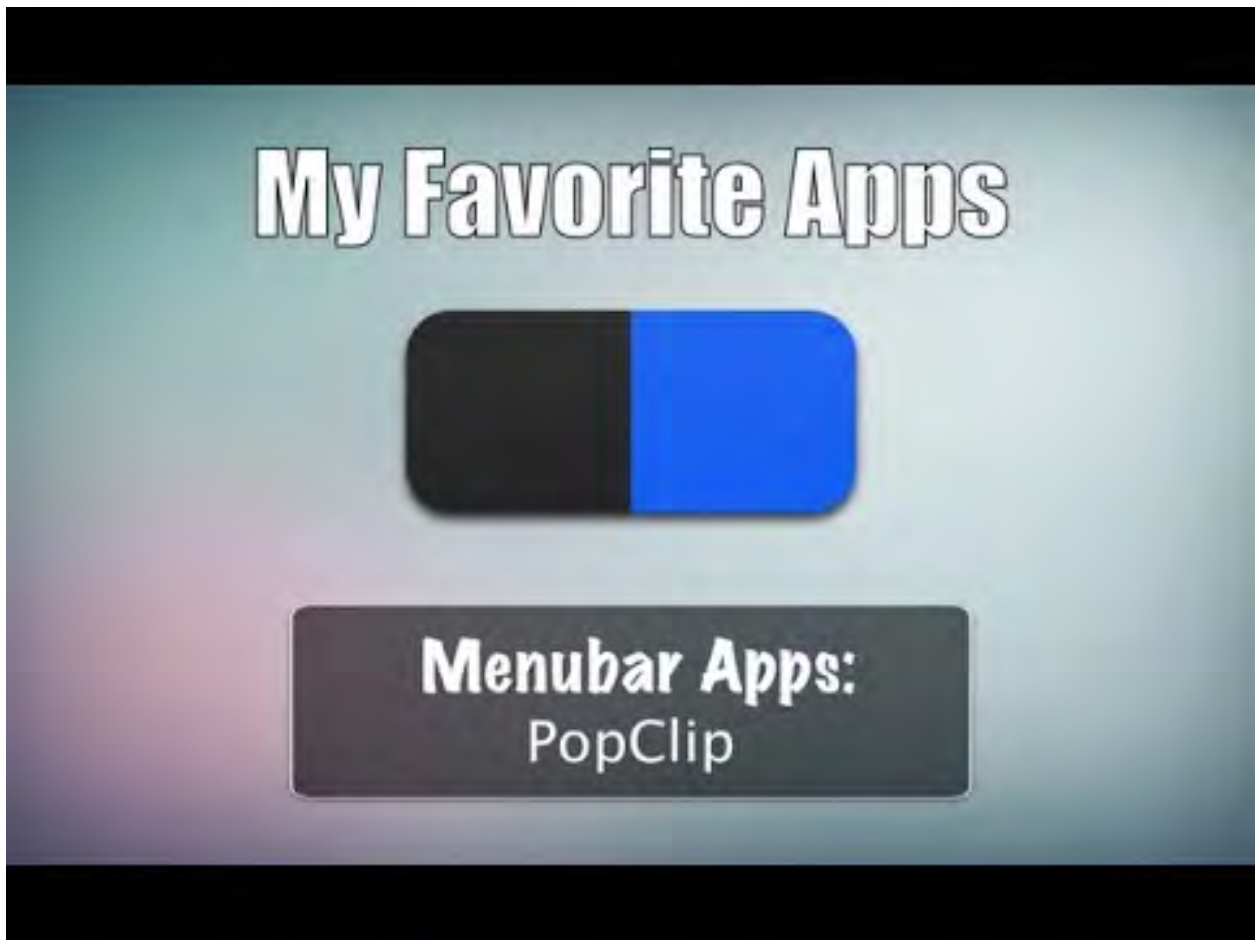# C. How to factory reset a Mac: Quickly erase everything

D. [Yes, you can use both Mac and Windows — here are some tips to get started](#)

E. [APPLE MAC TIPS AND TRICKS: 31 THINGS YOU](#)

REALLY SHOULD KNOW

VII.   DEMO FAIR GEMS

A. POPCLIP: ONE OF MY FAVORITE MENUBAR APPS

B. MUST HAVE MAC APPS VOLUME 1

Apps:
* Alfred: https://www.alfredapp.com
* Aerial: https://aerialscreensaver.github.io

* Bartender: https://www.macbartender.com
* Hook: https://hookproductivity.com
* Audio Hijack: https://rogueamoeba.com/audiohijack/
* Hazel: https://www.noodlesoft.com

C. MUST HAVE MAC APPS VOLUME 2

VIDEO

Apps:
* [Popclip](https://apps.apple.com/us/app/popclip...)
* [AirBuddy](https://v2.airbuddy.app)
* [BetterSnapTool](https://apps.apple.com/us/app/betters...)

* [Ejectbar](https://apps.apple.com/us/app/ejectba...)
* [Timery](https://apps.apple.com/us/app/timery-...)
* [Display Menu](https://apps.apple.com/us/app/display...)
* [Alfred](https://www.alfredapp.com)
*[Bartender](https://www.macbartender.com)