K.S.RANGASAMY COLLEGE OF ARTS AND SCIENCE
(AUTONOMOUS)
K.S.R KALVI NAGAR, TIRUCHENGODE-637215

iSHARE

DEPARTMENT OF COMPUTER SCIENCE AND APPLICATIONS

ISSUE # 95

JULY 2016

Special Edition By
III-BCA-'A'
(2014-2017)

MONTHLY
MAGAZINE

Ishare

Editorial

We would like to wholeheartedly thank our honorable Chairman, Secretary, Executive Director and Principal for their continuous encouragement and constant support for bringing out the magazine. We profoundly thank our Head of the Department for encouraging and motivating us to lead the magazine a successful one right from the beginning. Ishare serves as a platform for updating and enhancing upcoming technologies in Information and Communication. We are grateful to all the contributors to this magazine so far. The magazine has been sent to almost 60 Institutions in and around Tamilnadu. So far we have received feedbacks and appreciations from various Institutions.

We would be very pleased to receive your feedbacks. Please send your feedbacks to ishare@ksrcas.edu

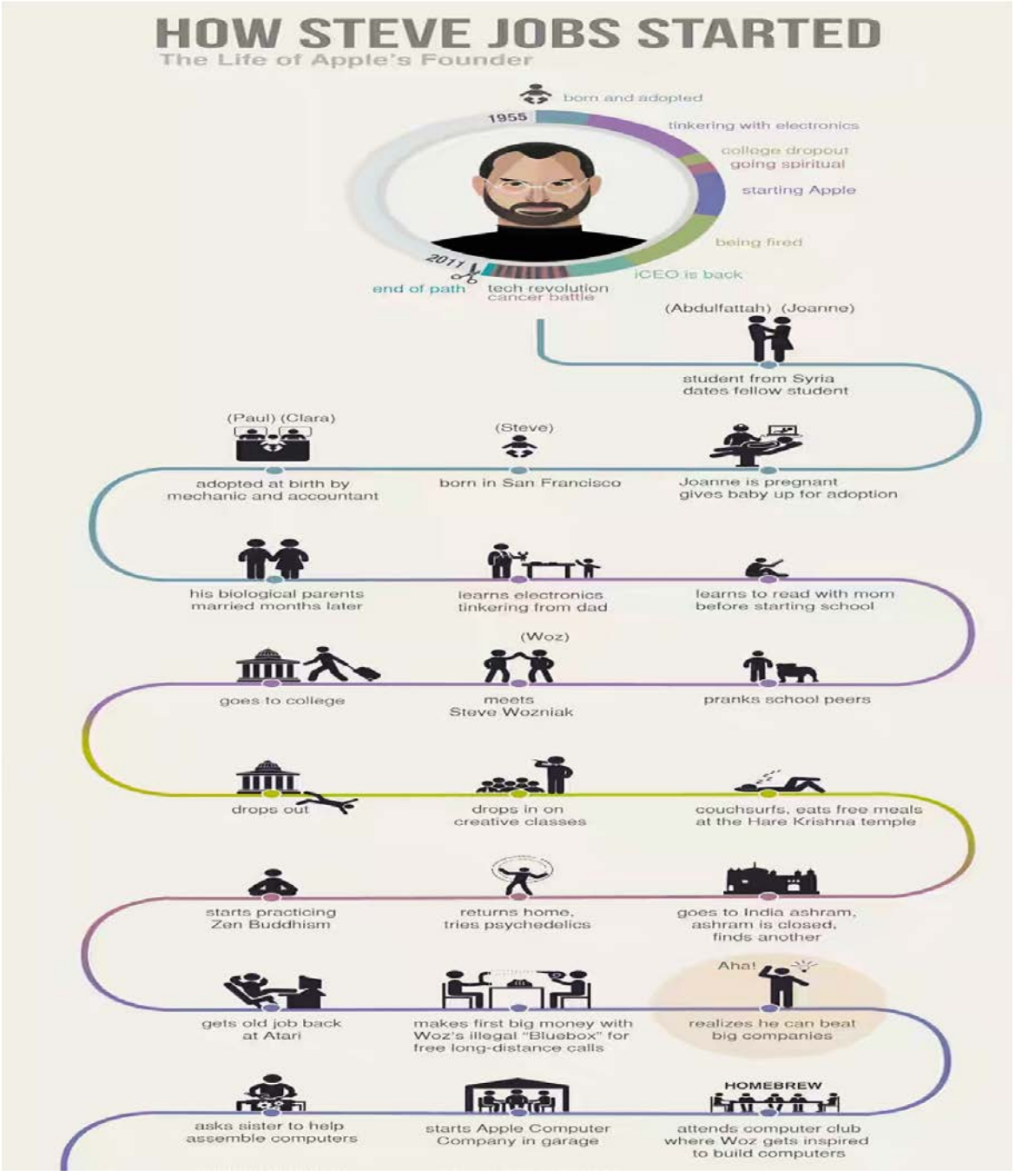
By,

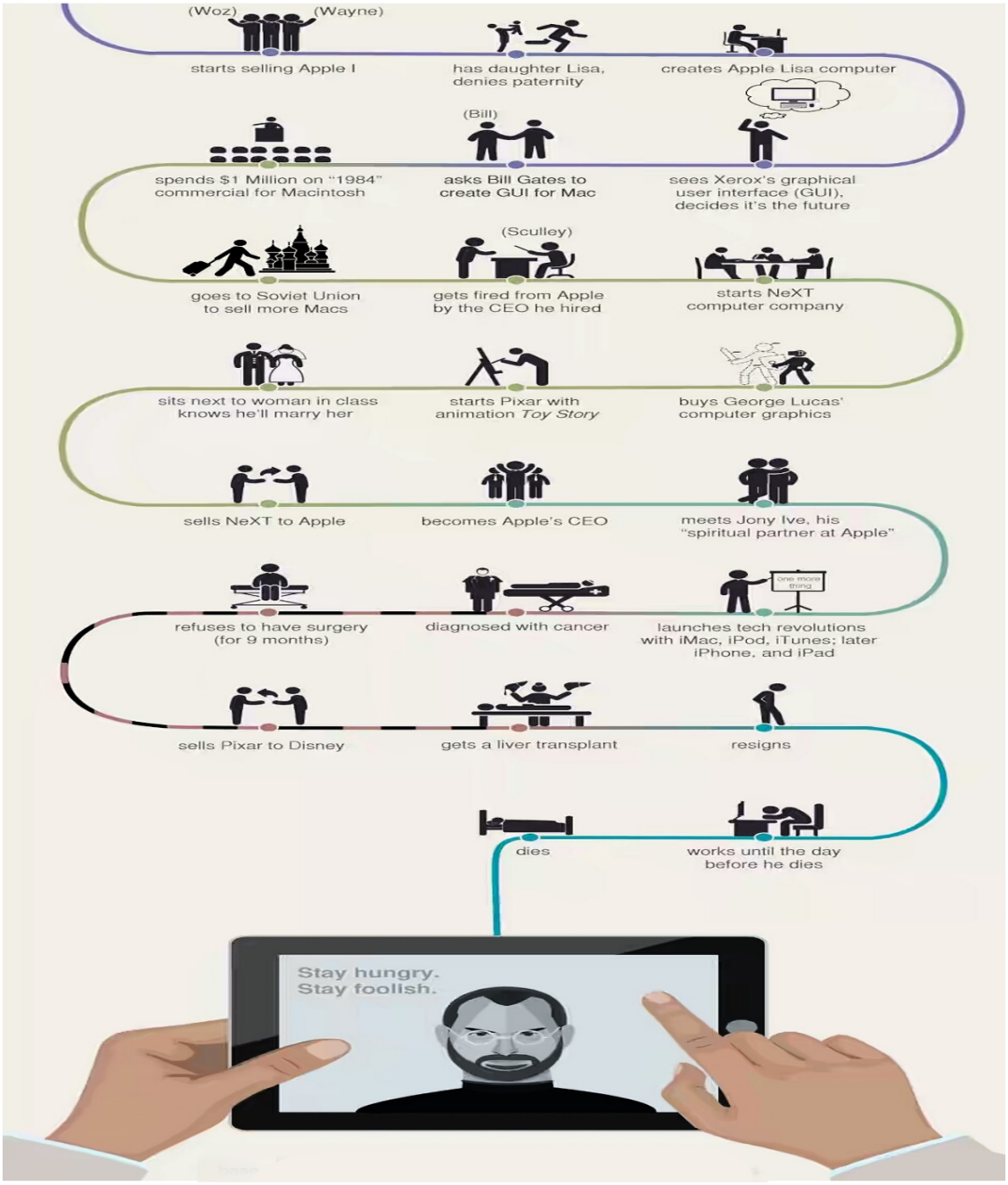
Editorial Board

CONTENTS

THE LIFE OF APPLE'S FOUNDER

P. VIGNESH
III BCA 'A'




(Woz)
(Wayne)
starts selling Apple I
has daughter Lisa, denies paternity
creates Apple Lisa computer
(Bill)
spends $1 Million on "1984" commercial for Macintosh
asks Bill Gates to create GUI for Mac
sees Xerox's graphical user interface (GUI), decides it's the future
(Sculley)
goes to Soviet Union to sell more Macs
gets fired from Apple by the CEO he hired
starts NeXT computer company
sits next to woman in class knows he'll marry her
starts Pixar with animation Toy Story
buys George Lucas' computer graphics
sells NeXT to Apple
becomes Apple's CEO
meets Jony Ive, his "spiritual partner at Apple"
refuses to have surgery (for 9 months)
diagnosed with cancer
launches tech revolutions with iMac, iPod, iTunes; later iPhone, and iPad
sells Pixar to Disney
gets a liver transplant
resigns
dies
works until the day before he dies
Stay hungry.
Stay foolish.

THE SECRET BEHIND FACEBOOK'S NEWS FEED ALGORITHM

MOHAMMED VASEEM. A

III BCA 'A'

When Facebook makes a small change in its News Feed algorithm, it creates a huge impact on its users and media outlets who publish content on the social media. Its News Feed shapes the mindsets of people and the future of businesses that spend their precious dollars on Facebook advertising.

In a blog post, Facebook says that for the first time it's publicly explaining the "core values" that are used as a "guiding principle" to improve your News Feed.

If you keep a close eye on what Mark Zuckerberg says, you won't find lots of surprises here. Still, it's interesting to see Facebook giving some reasoning behind the little tweaks it makes.

Here are some important points from the same explainer,

Friends and family are preferred:

Facebook calls the idea of connecting people with friends and family the driving force behind the social network. So, it remains the

most important factor that determines the content being shown on your feed.

Apart from this, the two other important points are:

• Your Facebook feed should inform

• Your Facebook feed should entertain.

Facebook is a platform for all ideas:

Facebook calls itself a fair platform for all ideas and refrains itself from pushing some specific news topics. The social network says that it tries to show the stories that most people engage with.

In simpler language, Facebook pushes that content higher in the News Feed that people are more likely to spend time on.

Authentic communication is the key:

Facebook says that authentic and truthful stories decide the overall strength of its community. So, those stories are pushed down that are considered “misleading, sensational and spammy” by the social network.

User has the power to control his/her experience:

With the help of tools like “unfollow,” “hide” and “see first”, people can curate their own version of News Feed and choose the stories that they wish to see.

Facebook Pages will see less reach:

Due to a latest change, Facebook has implemented a change to favor your friends and family.

By making the friends and family posts show even higher in the feed, Facebook has given a big blow to the businesses that depend on Facebook pages. Facebook has said that "this update may cause reach and referral traffic to decline for some Pages."

In simpler words, Facebook wants pages to create interesting content that their audience shares with friends and family.

It's interesting to note that paid reach of the pages, for which Facebook charges money, will remain the same. This change is in line with Facebook's previous efforts to force the media outlets to spend big bucks on advertising. Understandably, this latest change has fueled a widespread outrage among the publishers.

So, if you think that Facebook cares about your friends or family, think once more.

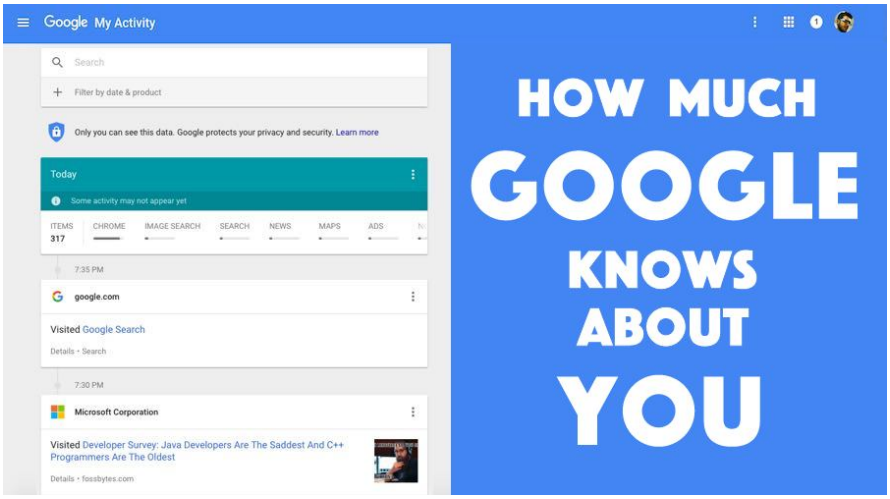
MY ACTIVITY DASHBOARD

MOHAMMED VASEEM. A

III BCA 'A'

- Everybody knows that Google is the king of our online world and it knows a great deal about us. It tracks our most activities like search history, the places we travel, and the websites we visit. Google tries to maintain a clean image by making everything public and giving the end-users complete control over their data.

- Many articles have told us how to take a look at our browsing and voice search history and delete them. Now, Google is here with a new My Activity page that shows everything we do online.



- Google has called this activity page a central place to view and manage your activity, the most visited websites, and your favorite videos.
- The page lists the most recent activity first and groups the similar activities together. You can discover the things you've used in the past and delete specific items or entire topics in one go.
- It's a well-known fact that Google uses all these information to serve you better services, suggest more helpful stuff, and display more relevant ads.
- However, if you want to delete certain data that Google should exclude, feel free to delete such information.
- This My Activity page lists information from Ads, Search, Play, Android, Chrome, YouTube, Image Search, Video Search, News,

Maps, Books, Google Now, Finance, Help, Shopping, Developers, and Video Search.

- Go ahead, visit the new Google My Activity page and take a look.

PUZZLES

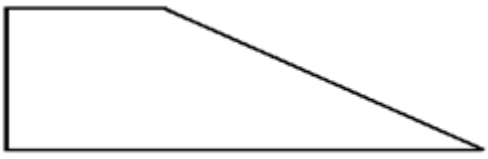
DIVAKAR. S

III BCA 'A'

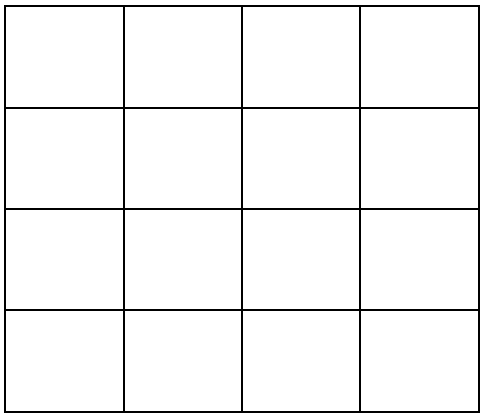
Solve the Puzzles:

1. Fifty minutes ago if it was four times as many minutes past three o'clock. How many minutes are to six o'clock?
2. I had Rs.1.15 in my purse in 6 coins. But I found that I could not give change for a rupee. Half a rupee quarter rupee, ten paise or five paise. Which 6 coins did I have?
3. The shape shown in the sketch below. Obviously, is that of a square attached to half of a another similar square divided diagonally:

   Can you divide it into four pieces all of precisely the same size and shape?



4. In the illustration below. How many squares use there?



5. I have a many pouch containing Rs.700. There are equal numbers of 25 paise coins. 50 paise coins and One rupee coins. How many of each is there?
6. How can you make a total of 1000 by using sixteen 4's?
7. In the diagram the number from 1 to 9 are arranged in a square in such a way that the number in the second row is twice that in the first row and the number in the top row.

I am told that there are three others ways of arranging the numbers so as to produce the same result? Can you find the other ways?

1 2	9
3 4	8
5 6	7

Answers: Refer Page No. :50

HISTORY OF APPLE Inc.

PAVITHRA. M & GRACE RABUNI. S

III BCA 'A'

Apple Inc., formerly Apple Computer, Inc., is a multinational corporation that creates consumer electronics, personal computers, servers, and computer software, and is a digital distributor of media content. The company also has a chain of retail stores known as Apple Stores. Apple's core product lines are the iPhone smart phone, iPad tablet computer, iPod portable media players, and Macintosh computer line. Founders Steve Jobs and Steve Wozniak created Apple Computer on April 1, 1976, and incorporated the company on January 3, 1977, in Cupertino, California.

For more than three decades, Apple Computer was predominantly a manufacturer of personal computers, including the Apple II,

Macintosh, and Power Mac lines, but it faced rocky sales and low market share during the 1990s.

1969–1984: Jobs and Wozniak

In 1976, Wozniak started attending meetings of the Homebrew Computer Club. New microcomputers such as the Altair 8800 and the IMSAI inspired him to build a microprocessor into his video terminal and have a complete computer.

The Apple I was sold as an assembled circuit board and lacked basic features such as a keyboard, monitor, and case. The owner of this unit added a keyboard and a wooden case.

The very first Apple Computer logo, drawn by Ronald Wayne, depicts Isaac Newton under an apple tree.

Joined by another friend, Ronald Wayne, the three started to build the machines. Using a variety of methods, including borrowing space from friends and family, selling various prized items (like calculators and a VW bus) and scrounging, Jobs managed to secure the parts needed while Wozniak and Wayne assembled them. But the owner of the Byte Shop was expecting complete computers, not just printed circuit boards. The boards still being a product for the customers Terrell still paid them. Eventually 200 of the Apple I's were built.

Apple II

Wozniak had already moved on from the Apple I. Many of the design features of the I were due to the limited amount of money they had to construct the prototype, but with the income from the sales he was able to start construction of a greatly improved machine, the Apple II; it was presented to the public at the first West Coast Computer Faire on April 16 and 17, 1977.

Apple III

While the Apple II was already established as a successful business-ready platform because of Visicalc, Apple was not content. The Apple III was designed to take on the business environment. The Apple III was released on May 19, 1980.

Apple IPO

In the July 1980 issue of Kilobaud Microcomputing, publisher Wayne Green stated that "the best consumer ads I've seen have been those by Apple. They are attention-getting, and they must be prompting sale".

Lisa and Xerox PARC

Lisa: Apple Computer's business division was focused on the Apple III, another iteration of the text-based computer. After visiting PARC, they

came away with new ideas that would complete the foundation for Apple Computer's first GUI computer, the Apple Lisa.

The first iteration of Apple's WIMP interface was a floppy disk where files could be spatially moved around. After months of usability testing, Apple designed the Lisa interface of windows and icons.

Macintosh and the "1984" commercial

The Macintosh 128k was announced to the press in October 1983, followed by an 18-page brochure included with various magazines in December.

1985–1997: Sculley, Spindler, Amelio

Macintosh SE

Under leadership of John Sculley, Apple issued its first corporate stock dividend on May 11, 1987.

The Mac family

At the same time, the Mac was becoming a product family of its own. The original model evolved into the Mac Plus in 1986 and spawned the Mac SE and the Mac II in 1987 and the Mac Classic and Mac LC in 1990. On February 19, 1987, Apple registered the "Apple.com" domain name, making it one of the first hundred companies to register a .com address on the nascent Internet.

Early-mid-1990s

In the late 1980s, Apple's fiercest technological rivals were the Amiga and Atari ST platforms. But computers based on the IBM PC were far more popular than all three, and by the 1990s, they finally had a comparable GUI thanks to Windows 3.0, and were out-competing Apple.

In addition to computers, Apple has also produced consumer devices. In 1993, Apple released the Newton, an early personal digital assistant (PDA).

In 1994 Apple launched eWorld, an online service providing email, news and a bulletin board system to replace AppleLink. It was shut down in 1996.

During 1995, a decision was made to (officially) start licensing the Mac OS and Macintosh ROMs to 3rd party manufacturers who started producing Macintosh “clones”.

1997–2001: Apple's comeback

iMac, iBook, and Power Mac G4

The original iMac

While discontinuing Apple's licensing of its operating system to third-party computer manufacturers, one of Jobs's first moves as new

acting CEO was to develop the iMac, which bought Apple time to restructure. The original iMac integrated a CRT display and CPU into a streamlined, translucent plastic body.

In 1999, Apple introduced the Power Mac G4, which utilized the Motorola-made PowerPC 7400 containing a 128-bit instruction unit known as AltiVec, its flagship processor line.

Mac OS X

In 2001, Apple introduced Mac OS X, an operating system based on NeXT's NeXTstep and incorporating parts of the FreeBSD kernel. Aimed at consumers and professionals alike, Mac OS X married the stability, reliability and security of Unix with the ease of a completely overhauled user interface.

Retail stores

In May 2001, after much speculation, Apple announced the opening of a line of Apple retail stores, to be located throughout the major U.S. computer buying markets. The stores were designed for two primary purposes: to stem the tide of Apple's declining share of the computer market and to respond to poor marketing of Apple products at third-party retail outlets.

2001–2007: iPods, iTunes Store, Intel transition

iPod

iPod mini with the user interface set to German

In October 2001, Apple introduced its first iPod portable digital audio player. The iPod started as a 5 gigabyte player capable of storing around 1000 songs. Since then it has evolved into an array of products including the Mini (now discontinued), the iPod Touch, the Shuffle, the iPod Classic, the Nano, the iPhone and the iPad.

Moving on from colored plastics and the PowerPC G3

In early 2002, Apple unveiled a completely redesigned iMac, using the G4 processor and LCD display.

2004, however, was a turning point for Apple. After creating a sizable financial base to work with, the company began experimenting with new parts from new suppliers. As a result, Apple was able to produce new designs quickly over a short amount of time, with the release of the iPod Video, then the iPod Classic, and eventually the iPod touch and iPhone.

On April 29, 2005, Apple released Mac OS X v10.4 "Tiger" to the general public.

Apple and "i" Web services

In 2000, Apple introduced its iTools service, a set of free web-based tools that included an email account, internet greeting cards called iCards, a service called iReview that gave internet users a place to read and write reviews of Web sites, and a tool called KidSafe which promised to prevent children from browsing inappropriate portions of the web.

iTunes Store

The iTunes Music Store was launched in April 2003, with 2 million downloads in the first 16 days. Music was purchased through the iTunes application, which was initially Macintosh-only; in October 2003, support for Windows was added. Initially, the music store was only available in the United States due to licensing restrictions.

On February 23, 2006, the iTunes Music Store sold its 1 billionth song.

In early 2010, Apple celebrated the 10 billionth song downloaded from the iTunes Music Store.

Intel transition

In a keynote address on June 6, 2005, Steve Jobs officially announced that Apple would begin producing Intel-based Macintosh computers beginning in 2006.

On January 10, 2006, the first Intel-based machines, the iMac and MacBook Pro, were introduced.

2007–2011: Apple Inc., iPhone, iOS, iPad

On January 9, 2007, Apple Computer, Inc. shortened its name to simply Apple Inc. In his Macworld Expo keynote address, Steve Jobs explained that with their current product mix consisting of the iPod and Apple TV as well as their Macintosh brand, Apple really wasn't just a computer company anymore. The iPhone combined Apple's first widescreen iPod with the world's first mobile device boasting visual voicemail, and an internet communicator able to run a fully functional version of Apple's web browser, Safari, on the then-named iPhone OS (later renamed iOS).

iOS evolution: iPhone and iPad

The first version of the iPhone became publicly available on June 29, 2007 in selected countries/markets. It was another 12 months before the iPhone 3G became available on July 11, 2008. Apple announced the iPhone 3GS on June 8, 2009. This 12-month iteration cycle has continued with the iPhone 4 model arriving in similar fashion in 2010, a Verizon model was released in February 2011, and a Sprint model in October 2011, shortly after Jobs' death.

On February 10, 2011, the iPhone 4 was made available on both Verizon Wireless and AT&T. Now two iPod types are multi-touch: the iPod Nano and the iPod touch, a big advance in technology.

2011–present: Restructuring and Apple Watch

On March 2, 2011, Apple unveiled the iPad's second generation model, the iPad 2. On September 9, 2014, Apple announced the Apple Watch, the first new product range since the departure of Steve Jobs. The product cannot function beyond basic features without being within Bluetooth or WiFi range to an iPhone, and contains basic applications (many acting as a remote for other devices, such as a music remote, or a control for an Apple TV) and fitness tracking.

The Apple Watch received mixed reviews, with critics suggesting that whilst the device showed promise, it lacked a clear purpose, similar to many of the devices already on the market. The Apple Watch was released on April 24, 2015.

On September 9, 2015, Apple announced the iPhone 6S and iPhone 6S Plus with 3D Touch, the iPad Pro, and the fourth-generation Apple TV, along with the fourth-generation iPad Mini. On March 21, 2016, Apple announced the iPhone SE and the smaller iPad Pro.

NEW PROGRAMMING LANGUAGES TO LEARN IN 2016

DEVARAJAN. N

III BCA 'A'

1. Google Go (http://www.golang.org)

Google's Go Programming Language was created in 2009 by three Google employees, Robert Griesemer, Rob Pike, and Ken Thompson. The language's success can be seen clearly by the fact that BBC, SoundCloud, Facebook and UK Government's official website are some of the notable users of Go. It is faster, easier to learn and does the same job that C++ or Java has been doing for us. As the creators said, "Go is an attempt to combine the ease of programming of an interpreted, dynamically typed language with the efficiency and safety of a statically typed, compiled language.

2. Swift (https://developer.apple.com/swift/)

When a programming language is launched at the **Apple's WWDC**, you can be sure that it has something that can deliver success and results. Swift was released in the Apple's WWDC in 2014 and its exponential growth in just one year shows how capable and promising this language is. According to Apple, **Swift brings the best of Python and Ruby together** and adds modern programming fundamentals, to

make it more effective and fun. If you've been using or were planning on learning Objective C to develop iOS apps, don't bother learning it. Swift is the language you need to know moving forward. There will soon come a day when Objective C is used by nobody to develop apps.

3. Hack (http://www.hacklang.org)

Just like Swift, **Hack** is another programming language which has recently been launched and is a product of another tech giant, Facebook. In the past one year, **Facebook** has transformed almost their entire PHP codebase to Hack, and if a website with millions of users and unparalleled traffic can rely on Hack, then the programming language must surely be here to stay.

4. Rust (http://www.rust-lang.org)

The Rust Programming Language was launched in 2014 by **Mozilla**. It did not receive the immediate success that Hack and Go did, but in the last 6 months the number of Rust users in the world has escalated and it is expected to climb much higher. An upgrade to C and C++, Rust is becoming more beloved by programmers every day.

5. Julia (http://www.julialang.org)

Delivering Hadoop style parallelism, Julia's stock in the tech industry is rising. The Julia Language is highlighted as one that is

destined to make a major impact in the future. Described as a high level, high performance, dynamic programming language for technical computing, Julia is making a niche of its own in the world of programming languages.

6. Scala (http://www.scala-lang.org)

The Scala Programming Language has been on the market for a little longer than most of the other languages in this list and was probably a little slow to get off the blocks as compared to the other languages. However; this functional and highly scalable programming languages has gradually attracted attention and companies such as Twitter, LinkedIn and Intel are using the language in their system now.

7. Dart (http://www.dartlang.org)

Given that Google Go has garnered such unprecedented success, the other language from **Google** – **Google Dart** – has been in its shadows for the past 7-8 months. However, now that app development is gaining pace, people are realizing how useful Dart can be in implementing high performance architecture and performing modern app development. Unveiled as a substitute for JavaScript for browser apps, Dart is finally realizing its true potential and is expected to continue its rise in the coming years.

LAWS OF COMPUTER PROGRAMMING

ABINAYA. R

III BCA 'A'

- As any experienced computer programmer knows, there are unwritten laws that govern software development. However there are no penalties for breaking these laws; rather, there is often a reward. Following are 21 Laws of Computer Programming:
- Any given program, once deployed, is already obsolete.
- It is easier to change the specification to fit the program than vice versa.
- If a program is useful, it will have to be changed.
- If a program is useless, it will have to be documented.
- Only ten percent of the code in any given program will ever execute.
- Software expands to consume all available resources.
- Any non-trivial program contains at least one error.
- The probability of a flawless demo is inversely proportional to the number of people watching, raised to the power of the amount of money involved.
- Not until a program has been in production for at least six months will its most harmful error be discovered.

- Undetectable errors are infinite in variety, in contrast to detectable errors, which by definition are limited.
- The effort required to correct an error increases exponentially with time.
- Program complexity grows until it exceeds the capabilities of the programmer who must maintain it.
- Any code of your own that you haven't looked at in months might as well have been written by someone else.
- Inside every small program is a large program struggling to get out.
- The sooner you start coding a program, the longer it will take.
- A carelessly planned project takes three times longer to complete than expected; a carefully planned project takes only twice as long.
- Adding programmers to a late project makes it later.
- A program is never less than 90% complete, and never more than 95% complete.
- If you automate a mess, you get an automated mess.
- Build a program that even a fool can use, and only a fool will want to use it.
- Users truly don't know what they want in a program until they use it.

UPCOMING GADGETS IN 2016

JANARTHANAN. S

III BCA 'A'

The home is becoming even easier to automate:

Get ready for several parts of your house to get more tech-friendly. Products like D-Vine, a wine decanter that serves you a perfect glass of wine, just might make your life easier — especially while you're unwinding. Need another example? Check out Samsung's Family Hub Fridge. It's a fridge with a LCD screen that can be used to order groceries.

Parenting gadgets are more impressive:

Welcome to parenting in the 21st century. One of the most buzzed-about products at CES was a modern infant car seat from 4Moms: the device works with an app to help you correctly install the seat by automatically monitoring levels and tensions. It certainly wasn't the only impressive parenting gadget this year. For instance, the Owlet Baby Monitor is a new infant smart sock that tracks a baby's vitals.

Pet products aren't getting left behind either:

Have a pet? Not to worry — they're getting the 21st century treatment as well. Some like Petnet's SmartFeeder may make your pet healthier. Others like the PetBot can connect you to your pet, even if you're not around. This product lets your pet take a selfie that goes directly to your phone and lets you call them and give them a treat.

Women's health is going high tech:

It's about time women's health took the floor at CES. Sure, we've had fitness trackers that appeal to women, but seeing products like the Pregnancy Pro stick by First Response that focus on reproductive health marks a step forward. It's the only test that connects via Bluetooth and offers several features in an app to take you through the steps of using it.

Everyday items are getting smarter:

Another trend picking up at CES? Turning common products into smart gadgets. Take the Umbrella, for example. The smart umbrella lets you know when it's going to rain

and reminds you not to leave it behind. It might not be the most necessary thing in the world, but it's pretty impressive.

Infographic: The Bionics revolution has begun:

This year marked a turning point for bionic technologies. In March, a dancer who lost her leg in the Boston Marathon bombing returned to the stage on a prosthetic foot and ankle. In June, a paraplegic man made the World Cup's opening kick using a mind-controlled exoskeleton. The FDA approved the first robotic exoskeleton for home use that same month. Here, we size up standout recent advances in restoring movement to those who've lost it.

1. **IMES System / Illinois Institute of Technology**: Implantable myoelectric sensors in muscles that allow a user to signal multiple movements at the same time with an artificial limb.

2. **Neurobridge / Battelle**: A brain chip that bypasses damaged nerves to stimulate the muscles of a paralyzed arm, hand, or fingers directly.

3**. Luke Arm / Deka**: A prosthetic limb controlled by electrodes at the attachment site and a joystick-like sensor on a user's shoe.

4**. Lifehand 2 / EPFL (Switzerland) and SSSA (Italy)**: A robotic hand that gives a user a sense of touch and the ability to determine if an object is hard or soft, round or square.

5. **ReWalk / ReWalk Robotics**: A motorized exoskeleton that assists with movement at the hips, knees, and ankles to help paraplegics stand and walk.

6. **ITAP / Stanmore Implants**: A bone implant that provides a stable, irritation-free attachment point for a prosthetic limb.

7. **Pulley-Based Tendon Transfer / Oregon State University**: Surgically implanted pulleys that reattach tendons in the hand to undamaged muscles in the wrist to restore some mechanical function.

8. **BiOM T2 System / BiOM**: A battery-powered foot and ankle with an internal spring that compresses to absorb impact and releases to propel the foot.

9. **The Cyborg Beast / E-nable**: A 3-D–printed plastic hand, mechanically controlled by movement of the wrist or elbow, designed by an open-source community.

A Light tracker to beat the blues:

Urban commuters are getting better options to move around:

Last year, the "hoverboard" was a hit at CES. This year, we're seeing the rise of portable

electric scooters for urban riders — like URB-E (pictured here) and Xcooter — that are sleek and compact and can be folded up to fit in a small apartment.

APPLE's PRODUCTS IN 2016

HAJIRA BANU. S

III BCA 'A'

January 2016

- **28/01/2016** : Important Notice for Certain AC Wall Plug Adapters & World Travel Adapter Kit Customers
- **26/01/2016:** Apple Reports Record First Quarter Results
- **22/01/2016:** FY 16 First Quarter Results Conference Call
- **21/01/2016:** Apple Opening Europe's First iOS App Development Center in Italy
- **20/01/2016:** New Music Apps from Apple Transform iOS Devices into Handheld Studios for Songwriters & Beatmakers
- **06/01/2016:** Record-Breaking Holiday Season for the App Store

March 2016

21/03/2016: Apple Introduces 9.7-inch iPad Pro

- Apple Introduces iPhone SE — The Most Powerful Phone with a Four-inch Display
- Apple Advances Health Apps with CareKit

- Apple Announces Advancements to ResearchKit

April 2016

- **26/04/2016:** Apple Reports Second Quarter Results
- **22/04/2016:** FY 16 Second Quarter Results Conference Call
- **19/04/2016:** Apple Updates MacBook with Latest Processors, Longer Battery Life & New Rose Gold Finish
- **18/04/2016:** Apple's Worldwide Developers Conference Kicks Off June 13 in San Francisco

May 2016

- **19/05/2016:** Apple Union Square Highlights New Design Elements, Community Programs
  - Apple Opens Development Office in Hyderabad
- **18/05/2016** Apple Announces New iOS App Design and Development Accelerator in Bengaluru
- **17/05/2016** Apple Celebrates Chinese Music with GarageBand Update
- **05/05/2016** Apple & SAP Partner to Revolutionise Work on iPhone & iPad

June 2016

- **13/06/2016:** Apple Previews iOS 10, the Biggest iOS Release Ever
- Apple Previews Major Update with macOS Sierra
- Apple Previews watchOS 3; Faster, Simpler with Breakthrough Health Features

- Powerful New Siri Capabilities & Single Sign-On Coming to Apple TV
- Swift Playgrounds App Makes Learning to Code Easy & Fun

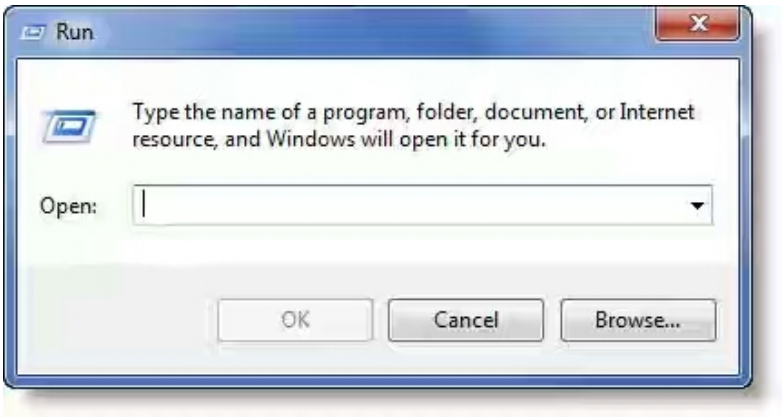
RUN COMMANDS

BALAMURALI. R

III BCA 'A'

Run Commands in Windows XP are useful as we can access all programs using these Run commands. This enables us to quick access the programs without navigating through the start menu. They work as Keyboard Shortcuts too

To Use below Run Commands, first you need to open the Run Command Prompt : START–>RUN or Simply Click [Windows Key+R] Then type in your required command listed below to run your desired programs.



List of Run Commands for Windows XP Users:

Action	Run Command
Accessibility Controls	access.cpl
Accessibility Wizard	accwiz
Add Hardware	Wizardhdwwiz.cpl
Add/Remove Programs	appwiz.cpl
Administrative Tools control	admintools
Adobe Acrobat (if installed)	acrobat
Adobe Designer (if installed)	acrodist
Adobe Distiller (if installed)	acrodist
Adobe ImageReady (if installed)	imageready
Adobe Photoshop (if installed)	photoshop
Automatic Updates	wuaucpl.cpl
Bluetooth Transfer Wizard	fsquirt
Calculator	calc
Certificate Manager	certmgr.msc
Character Map	charmap
Check Disk Utility	chkdsk
Clipboard Viewer	clipbrd

Command Prompt	cmd
Component Services	dcomcnfg
Computer Management	compmgmt.msc
Control Panel	control
Date and Time Properties	timedate.cpl
DDE Shares	ddeshare
Device Manager	devmgmt.msc
Direct X Control Panel (If Installed)	directx.cpl
Direct X Troubleshooter	dxdiag
Disk Cleanup Utility	cleanmgr
Disk Defragment	dfrg.msc
Disk Management	diskmgmt.msc
Disk Partition Manager	diskpart
Display Properties	control desktop
Display Properties	desk.cpl
Display Properties (w/Appearance Tab Preselected)	control color
Dr. Watson System Troubleshooting Utility	drwtsn32
Driver Verifier Utility	verifier

Event Viewer	eventvwr.msc
Files and Settings Transfer Tool	migwiz
File Signature Verification Tool	sigverif
Findfast	findfast.cpl
Firefox (if installed)	firefox
Folders Properties	control folders
Fonts	control fonts
Fonts Folder	fonts
Free Cell Card Game	freecell
Game Controllers	joy.cpl
Group Policy Editor (XP Prof)	gpedit.msc
Hearts Card Game	mshearts
Help and Support	helpctr
HyperTerminal	hypertrm
Iexpress Wizard	iexpress
Indexing Service	ciadv.msc
Internet Connection Wizard	icwconn1
Internet Explorer	iexplore
Internet Setup Wizard	inetwiz

Internet Properties	inetcpl.cpl
IP Configuration (Display Connection Configuration)	ipconfi/all
IP Configuration (Display DNS Cache Contents)	ipconfig /displaydns
IP Configuration (Delete DNS Cache Contents)	ipconfig /flushdns
IP Configuration (Release All Connections)	ipconfig /release
IP Configuration (Renew All Connections)	ipconfig /renew
IP Configuration(RefreshesDHCP&Re-RegistersDNS)-ipconfig/registerdns	
IP Configuration (Display DHCP Class ID)	ipconfig/showclassid
IP Configuration (Modifies DHCP Class ID)	ipconfig /setclassid
Java Control Panel (If Installed)	jpicpl32.cpl
Java Control Panel (If Installed)	javaws
Keyboard Properties	control keyboard
Local Security Settings	secpol.msc
Local Users and Groups	lusrmgr.msc
Logs You Out Of Windows	logoff…..
Malicious Software Removal Tool	mrt

Microsoft Access (if installed)	access.cpl
Microsoft Chat	winchat
Microsoft Excel (if installed)	excel
Microsoft Frontpage (if installed)	frontpg
Microsoft Movie Maker	moviemk
Microsoft Paint	mspaint
Microsoft Powerpoint (if installed)	powerpnt
Microsoft Word (if installed)	winword
Microsoft Syncronization Tool	mobsync
Minesweeper Game	winmine
Mouse Properties	control mouse
Mouse Properties	main.cpl
Nero (if installed)	nero
Netmeeting	conf
Network Connections	control netconnections
Network Connections	ncpa.cpl
Network Setup Wizard	netsetup.cpl
Notepad	notepad
Nview Desktop Manager (If Installed)	nvtuicpl.cpl

Object Packager	packager
ODBC Data Source Administrator	odbccp32.cpl
On Screen Keyboard	osk
Opens AC3 Filter (If Installed)	ac3filter.cpl
Outlook Express	msimn
Paint	pbrush
Password Properties	password.cpl
Performance Monitor	perfmon.msc
Phone and Modem Options	telephon.cpl
Phone Dialer	dialer
Pinball Game	pinball
Power Configuration	powercfg.cpl
Printers and Faxes	control printers
Printers Folder	printers
Private Character Editor	eudcedit
Quicktime (If Installed)	QuickTime.cpl
Real Player (if installed)	realplay
Regional Settings	intl.cpl
Registry Editor	regedit

Registry Editor	regedit32
Remote Access Phonebook	rasphone
Remote Desktop	mstsc
Removable Storage	ntmsmgr.msc
Removable Storage Operator Requests	ntmsoprq.msc
Resultant Set of Policy (XP Prof)	rsop.msc
Scanners and Cameras	sticpl.cpl
Scheduled Tasks	control schedtasks
Security Center	wscui.cpl
Services	services.msc
Shared Folders	fsmgmt.msc
Shuts Down Windows	shutdown
Sounds and Audio	mmsys.cpl
Spider Solitare Card Game	spider
SQL Client Configuration	cliconfig
System Configuration Editor	sysedit
System Configuration Utility	msconfig
System File Checker Utility (Scan Immediately)	sfc /scannow

System File Checker Utility (Scan Once At Next Boot)	sfc /scanonce
System File Checker Utility (Scan On Every Boot)	sfc /scanboot
System File Checker Utility (Return to Default Setting)	sfc /revert
System File Checker Utility (Purge File Cache)	sfc /purgecache
System File Checker Utility (Set Cache Size to size x)	sfc/cachesize=x
System Information	msinfo32.
System Properties	sysdm.cpl
Task Manager	taskmgr
TCP Tester	tcptest
Telnet Client	telnet
Tweak UI (if installed)	tweakui
User Account Management	nusrmgr.cpl
Utility Manager	utilman
Windows Address Book	wab
Windows Address Book Import Utility	wabmig

Windows Backup Utility (if installed)	ntbackup
Windows Explorer	explorer
Windows Firewall	firewall.cpl
Windows Magnifier	magnify
Windows Management Infrastructure	wmimgmt.msc
Windows Media Player	wmplayer
Windows Messenger	msmsgs
Windows Picture Import Wizard (need camera connected)	wiaacmgr
Windows System Security Tool	syskey
Windows Update Launches	wupdmgr
Windows Version (to show which version of windows)	winver
Windows XP Tour Wizard	tourstart
Wordpad	write

STEVE JOBS – Why was he Different?

JASELA. M

III BCA 'A'

If we look closely, Steve Jobs was singularly devoted not to technology, but to how people interacted with technology. It wasn't for us to fit into a world of computers, but for computers to fit into a world of people. That is what made Jobs different.

Man of Passion

If we analyse Steve's life, one fact emerges for sure – that he was overtly passionate about what he thought he wanted to achieve. Even during his drifting days in 1984, when he was humiliated and demoted in his own company, Steve was passionate about what he created and what he believed would change the life of the entire world. "I am not a power-oriented person. I care about Apple a great deal. I put pretty much my entire adult life into building great products and building a great company. So I am going to give what I can to further Apple. If that means sweeping the floors, I'll sweep the floors. If that means cleaning the toilet, I'll clean the toilet."

Man of Innovation

In business, everything comes down to the product. Steve believed in this philosophy, and was always obsessed with creating the best. To quote Steve himself, “My philosophy is that everything starts with a great product”. (Newsweek, 1985) Steve believed that most of the time, customers do not know what the next big thing is. So, innovative business people have the responsibility to foresee the ‘next big thing’. According to Jobs, “Customers can’t tell you about the next breakthrough”. This philosophy always helped him create great products like the Apple II, the iPod and the iPhone.

Jobs created new ideas precisely because he spent a lifetime exploring new and unrelated things and seeking out diverse experiences. He hired people from outside the computing profession. He studied the art of calligraphy in college (a study that found its way into the first Macintosh), meditated in an Indian ashram, studied the fine details of a Mercedes-Benz or European-made washer-dryers for product ideas, and evaluated The Four Seasons hotel chain as he developed the customer service model for the Apple Stores. This could be held out as an example of lack of focus. But Jobs looked outside his industry for inspiration and bombarded his brain with new

experiences. History proved that this paved the base for his creativity and innovativeness.

Trust in Success

Steve believed in intuitive feelings. In his famous Stanford commencement speech (2005), Steve said, "You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life".

Further, Jobs believed in his success as the leader and stated the need to trust, which will ultimately bring necessary changes into one's life and make one the leader. Finding the job one loves will also create serious success in any area. He held that it is essential to believe that what we do is great; otherwise our activity is doomed to failure.

Belief in 'Oneself'

Steve believed in himself. He turned what many believed impossible into reality. This focus helped him his companies to sail through difficulties, and made him the architect of many successful products.

Clearly, most of Steve Jobs' career was focused on himself. His words in his 2005 address to the graduating class of Stanford University give us more insight into his beliefs. "Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice; and the most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary".

Striving for Perfection & Simplicity

Jobs was concerned with perfection, and that must have made him a real micro-manager. He always looked into all possible details of a product meticulously, even at the micro level. The night before the opening of the first Apple store, he had them all the tiles ripped up and replaced because he didn't like how they looked. Just before the iPod launch, Jobs had all the headphone jacks replaced so that they were more 'clicky'.

Creating a Small Team Of Talents

Though he was not lauded as the most employee-friendly CEO, Steve Jobs had a great ability to get the best employees to create the best. About this ability, Jeffry (2005) says, "As pressure mounted in late 1976 to get the

Apple II ready for market and to continue building the company, Steve Jobs showed an awareness of his own limitations, combined with an almost uncanny ability to hunt down exceptional people and cajole them into joining the effort. He had a salesman's enthusiasm for the product, an evangelist's bible thumping passion, a zealot's singularity of purpose, and a poor kid's determination to make his business a success. In that stew of characteristics lay both the seeds that would make Apple a success and the poison that would turn so many people into Steve Jobs's enemies".

Brand Fanaticism

Steve is especially credited for his contributions to marketing, which has always been one of his premier domains of expertise. He is well known for having worked on a large number of Apple's TV commercials and promotional videos, starting with the 1984 and Think Different ads, some of Apple's most brilliant pieces of marketing.

"I've always wanted to own and control the primary technology in everything we do", Steve once said. He based the leadership culture of Apple on brand fanaticism and radical customer devotion. The unadulterated loyalty often involves brand-centric fan groups. Steve and Apple not only created a great Apple community, but he himself was a great brand fanatic.

Radical Customer Devotion

Steve Jobs had a different orientation towards customers. “Whilst he recognizes that relationships with the customer is vital, Steve Jobs quoted Henry Ford when he said, ‘If I had asked the customer what they wanted, they would have said a faster horse’. There is the difference between listening to the customer and then providing what the customer needs regardless of what the customer perceives they need. He has been very effective at putting himself in the consumer’s shoes but is not afraid to decide what the consumer actually needs or what is best for them.

Killer Products Bring Killer Profits

“The great thing about Steve is that he knows that great business comes from great product”, says Peter Schneider, former Chairman of Disney’s studio. “First you have to get the product right, whether it’s the iPod or an animated movie”.

Let’s look at another example cited in iCon Steve Jobs (Jeffry, 2005). “A few minutes later, in walked Steve Jobs. The co-founder of the once proud company had been fired by Apple 12 years before. He had returned seven months earlier as a consultant, when Amelio acquired his NeXT Software Inc. And now, Jobs was back in charge (in Apple).

Steve knew that the greatest advantage of any organisation is its products. Therefore, his focus was not mainly on managing people but on managing great products.

Ability to Express Ideas for Realisation

Jobs would certainly not have been hailed as an employee-friendly CEO. However, he was great at motivating his core team to achieve the impossible. An indication of this can be seen in the following statement, “My job is not to be easy on people. My jobs are to take these great people we have and to push them and make them even better”.

Steve was different the way he managed his business. Certainly, his understanding of the technologically possible, combined with a visionary gift helped him to develop his visions and efficiently communicate them to his employees for execution. He knew exactly what he wanted, and never hesitated to communicate the same, at the risk of being blunt. This is quite obvious from the following story.

Leadership

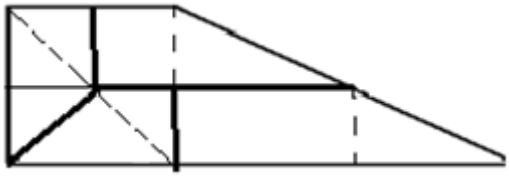
We know that there are basically two types of organizational leaders – the transactional and the transformational. Transactional leaders are the ones who work with the safety of the status quo. Transformational leaders strive with all their might to change the existing order of things. They are the ones who bring about major,

positive change for a group, organization or society. We have seen that Steve Jobs was able to direct his people and make them do things which they had never done before, but these things were also essential for the realization of his vision and plans. I leave it your judgment to deduce what style of leadership Jobs followed.

It is quite logical to assume that Jobs' style of management changed over the years. This is also indicated in the following quote – "When Jobs was ousted from Apple in 1985, he was often termed as arrogant and bully combined with perfectionist attitude, something that indicates the 'Authority-Obedience Manager'" (Fortune 2009, The Decade of Steve). In 2009, due to medical reasons, Steve delegated his responsibilities to Tim Cook, Apple's COO for six months, and everything went on smoothly. Perhaps, he had mentored his executive team successfully to think and decide like him, which indicates that his style had probably moved on to being a 'Team Manager'.

Interestingly, Jobs may not be the embodiment of an effective leader – in a way; he was far from being a classical 'text-book' example. Nevertheless, his charisma, self-confidence and Passion for work overshadow all his flaws, making him one of most successful CEOs of the decade.

PUZZLES: Answers:

1. 26 minutes
2. I had one 25 paise, one 50 paise coin and four 10 paise coins.
3. 
4. 30 squares
5. 25paise + 50paise + 100paise= 175paise and

   Rs.700 = 70000 paise

   70000/175=400
6. 444+444+44+44+4+4+4+4+4+4
7. While the first was the example given,

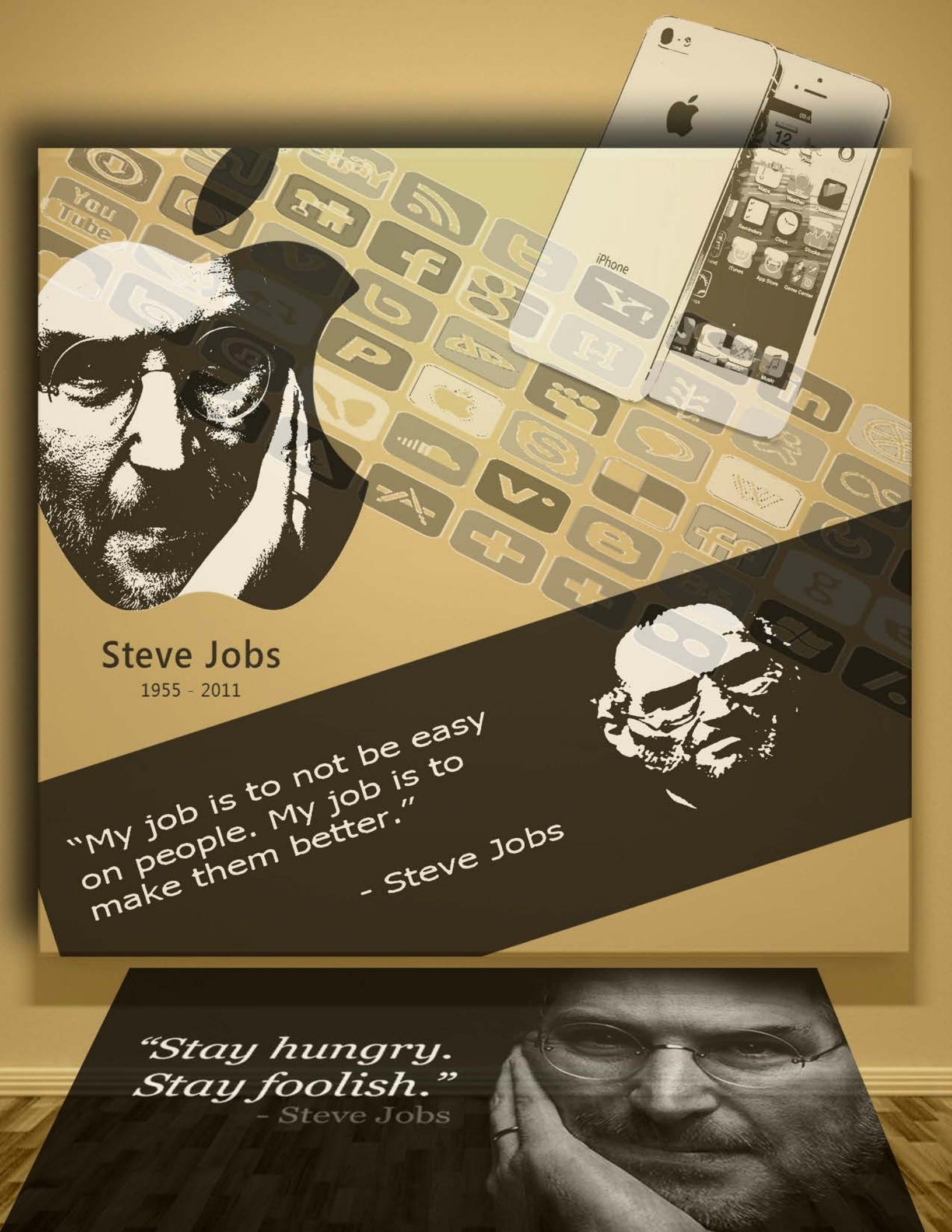
   The top row must be one of the four following numbers: 192, 219, 273 or 327.

MAILING LIST – To Whom We Send

- **Mr.B.Murali, HOD of CS, PSG college of Arts and Science, Coimbatore- 14.**
- **Mr.P.Narendran, HOD of CS, Gobi Arts &Science College, Gobichettipalayam-53.**
- **Dr.Pannir Selvam, HOD of CS, Erode Arts College (Autonomous), Erode - 09.**
- **Mr.S.SureshBabu, HOD of CS, Thiruvalluvar Government Arts College, Rasipuram.**
- **Dr.K.Thangavel, HOD of CS, Periyar University, Salem-11.**
- **Dr.P.Venkatesan, Principal, Vysya College of Arts and Science, Salem-03,**
- **Dr.P.Swaminathan, Dean, School of Computing, SASTRA University, Kumbakonam.**
- **Dr.S.K.Jayanthi, HOD of CS, Vellalar College for Women, Erode-9**
- **Dr.S.Krishnamoorthy, Dean, Anna University, Trichy-24.**
- **Dr. K. Rama, Deputy Adviser, NAAC, Bangalore.**
- **Dr.HannahInbarani, Asst Prof, Dept of CS, Periyar University, Salem-11.**

- **Dr.R.Balasubramaniam, Prof& HOD of CS, ManonmaniamSundaranar University, Tirunelveli.**
- **Dr.P.Jaganathan, Director, Dept of MCA, PSNA Engineering College, Dindugal-22.**
- **Dr.D.Venkatesan, SeniorAsst. Prof, Dept. of CS, School of Computing, SASTRA University, Tanjore-01.**
- **Dr. D.I. George Amalarethinam, Director, Department of MCA, Jamal Mohamed College, Tiruchirapalli – 20.**
- **Mr. B. Rajesh Kanna, Assistant Professor in Elect &Comm, Annamalai University, Chidambaram.**
- **Dr.H.FaheemAhmed, Asst Prof & HOD of CS, Islamiah College, Vaniyambadi – 02**
- **Dr. S. Leela, Controller of Examination, Periyar University, Salem-11.**
- **Dr. M.Manivannan, The Registrar, Periyar University, Salem-11.**
- **Prof. Dr.C.Swaminathan, Vice Chancellor, Periyar University, Salem-11.**
- **Dr.T.Santhanam, Reader& HOD of CA, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai –06.**
- **Dr.Premavathy Vijayan, Vice Chancellor, Avinashilingam University, Coimbatore.**
- **Dr.R.S.Rajesh, Reader, Computer Science and Engineering, ManonmaniamSundaranar University, Tirunelveli-12.**
- **Dr.L.Arockiam, Associate Professor, Dept of CS, St. Joseph College, Tiruchirapalli-620002**

- **Mr.V.Saravanan, Associate Professor, Dept of CA, Hindustan College of Arts and Science, Coimbatore – 28.**
- **Dr.R.Ravichandran, Secretary, Dept of CS, KGISL Institute of Technology, Coimbatore-35.**
- **Dr. N.Sairam, Associate Dean, School of Computing, Sastra University, Tanjore – 01**
- **Dr.T.Senthikumar, Asst Prof, Amrita Institute of Technology, Coimbatore - 12**
- **Mr.S.T.Rajan, Sr. Lectr, Dept of CS, St. Josephs College, Trichy-02.**
- **Dr.R.AmalRaj, Prof. Dept Of CS, Sri Vasavi College, Erode – 16.**
- **Dr.R.Pugazendi, Assistant Professor, Dept. of CS, Government Arts and Science College, Salem-7.**


iPhone
Steve Jobs
1955 - 2011
"My job is to not be easy on people. My job is to make them better."
- Steve Jobs
"Stay hungry. Stay foolish."
- Steve Jobs