

# ICLOUD



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FOR

PCS AND PMUG

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# WHAT IS ICLOUD?



iTOOLS

.MAC

MOBILEME









# LIKES and DISLIKES

## LIKES

Convenience  
Simplicity  
Harmony

## DISLIKES

Privacy  
Security  
Confinement



# What is iCloud for?

iCloud lets Apple cut the cord.

iCloud helps your device integrate with each other.

iCloud replaces (some) local storage with streaming.

iCloud increases security and convenience.

# MAJOR ICLOUD FEATURES

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Media syncing

My Photo Stream and iCloud Photo Sharing

Syncing documents and app data

Mail, Contacts, Calendar, browser data, Reminders, and Notes

iCloud Keychain

iCloud.com

Find my Device and Find my Friends

iCloud Backup

Apple TV

Back to My Mac

Peer-to-Peer Networking

# APPLE ID

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*your-moniker@me.com*

*your-moniker@mac.com*

*your-moniker@server.whatever*

*your-moniker@icloud.com*

# WHAT'S NEXT?

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Apple Announces OS X Yosemite And iOS 8

# CREDITS



- ❖ Take Control of iCloud
- ❖ MacLife
- ❖ MacMost Now



**INTRODUCTION:** A handful of iCloud's features are available on Windows, and a smaller subset can be used (after a fashion) on Linux and Android devices. But whereas companies like Dropbox and Google are in the business of selling services to anyone and everyone, Apple is in the business of selling hardware—so it stands to reason that iCloud works best on Apple devices. Recent-vintage Macs, iOS devices, and Apple TVs are the best tools with which to experience iCloud.

**SLIDE 2 – What is iCloud?**

If you've followed Apple's Internet services over the years from *iTunes* through *.Mac* to *MobileMe*, maybe you would be tempted to think iCloud is just the latest name for essentially the same thing. But it's not! Despite some features that have carried over from earlier services, iCloud is different from its predecessors in several crucial ways.

**SLIDE 3 – What iCloud is not**

iCloud has a few features in common with other online services such as Dropbox, *Google Docs*, and *Microsoft Office 365*. However, iCloud is designed to achieve different goals than these other services, so they're *more different* than alike.

**SLIDE 4 – What iCloud is not**

iCloud is not software. It's not a *web site* (at least, not entirely). *Nothing to buy*, although you can pay for additional features.

**SLIDE 5 – What iCloud is**

iCloud is an arbitrary label for a collection of *features, services, settings, and APIs*, joined by a thread of relying on communication over the *Internet* between *Apple devices* and *Apple servers* in the *cloud*.

**SLIDE 6 – Likes and Dislikes**

**What we Like**

**Convenience:** The best part of iCloud, obviously, is how all of our files are at our fingertips no matter what device we happen to be using. iWork documents, iTunes purchases, Safari tabs, iBooks, and of course, email will all sync across our iPhones, iPads and Macs. Behind the scene, Mavericks and iOS 7 team up to blur the line between home and away and help us stay organized.

**Simplicity:** Those who were MobileMe users knew all too well how something that's supposed to be easy can become mired in extreme levels of difficulty. With iCloud, Apple has gone to great lengths to assure us that everything will work without a hitch, and so far we can't complain. An email address and a few on-off sliders are all that are necessary for beautiful synchronization across every one of our Apple gadgets.

**Harmony:** Apple's products have always "just worked" right out of the box, but

iCloud kicks it up a notch by automatically customizing our devices with all of our apps, photos and media with just a few steps. So whether you're buying an iPhone 5 or replacing a shattered iPad, iCloud will make it seem like you've been playing with your new toy for months.

### **What we don't like.**

**Privacy:** It's not that we don't trust Apple, but there isn't much they don't know about us: name, credit cards, likes, dislikes, emails, passwords, friends, family, trips, guilty online pleasures, birthday lists—even what we need to pick up at the grocery store after work. We wouldn't trust most of our relatives with that kind of information, but with iCloud, we have little choice but to hand it over to one of the most powerful corporations in the world.

**Security:** Even if Apple isn't going to compromise our data—and we have no reason to believe that's ever going to happen—someone else might. Insidious hackers are always trying to break into Apple's fortress, and iCloud is the Holy Grail of cyber break-ins. It's bad enough when LinkedIn or Yahoo gets hacked, but the thought of our entire online trove falling into the wrong hands is a frightening notion.

**Confinement:** We shudder to think of the day something better than the iOS ecosystem comes along, but if it does, we're going to have an awfully hard time getting all of our stuff out of iCloud—and some of it will never be freed. Apple, of course, wants every relationship to last forever, and with iCloud, it's making it that much harder to break up.

SLIDE 7 – What is iCloud for?

**iCloud cuts the cord:** Until a few years ago the only way to move certain kinds of data on and off your iOS device was to connect it to a Mac or PC with a USB cable. The connection to a computer was required to activate the device; to back up or restore its data; to sync photos, music, movies, books, and apps; to transfer documents to and from certain apps; and to install iOS updates. With iCloud, Apple has cut the cord: your iOS device can operate as a completely standalone product. If you don't have a Mac or PC to connect to, there must be some other repository for your data, and some other mechanism to get it to and from your device. iCloud serves those purposes, letting you transfer all these types of data to and from Apple's servers using either W-Fi or cellular connections.

**iCloud integrates devices:** If you have more than one digital device—say, two

Macs, or a PC and an iPhone, or an iPhone and an iPad, or an iPod Touch and an Apple TV—it's only natural to want all your devices to share data. With iCloud, syncing encompasses many kinds of data and requires less effort than before. In fact, the work “sync” almost becomes an anachronism; for the most part, iCloud pushes new or changed data almost instantly to all your devices. You can switch between devices with abandon, knowing your data is always wherever you need it.

**iCloud streams:** Related to the last point, iCloud reduces your need to keep copies of all your important media on all your devices. As long as you have a good wireless Internet connection, your iOS devices can now do what the Apple TV has done all along—fetch the content you want, in near-real time, from the cloud. This makes it practical to get by with less storage space. You no longer have to make tedious and difficult decisions about which content to put on which device when you have loads of data; in a sense, everything can be everywhere, automatically. Yet you can still store local copies of crucial data for times when an Internet connection is unavailable.

**iCloud increases security:** With Find My iPhone, iCloud lets you not only locate a wayward device but, if necessary, remotely lock it or even erase its data securely. Find My Friends extends this concept to enable you to find other people with iOS devices. With Back to My Mac, you can use file sharing or screen sharing to connect to your Mac from a remote network, giving you one more reason not to worry about syncing files. And even if you find yourself without any Apple device at your disposal, you can get to your email, contacts, calendars, and documents (or find your wayward Mac or iOS device) from nearly any computer with an Internet connection and a Web browser.

#### SLIDE 8 – Major iCloud Features

**Media Syncing:** With iCloud, you can purchase music, apps, or books from Apple's iTunes Store on any Mac, PC, or iOS device and have them automatically pushed down to all your other devices—a capability that Apple calls “iTunes in the Cloud.” You can also re-download previously purchased media (including TV shows and movies) from any of your devices. An optional aid feature, iTunes Match, extends iTunes in the Cloud to work with music from sources other than the iTunes Store.

Although Apple describes all these features as part of iCloud, that's somewhat

misleading, in that anyone with an Apple ID can use all these capabilities, even without an iCloud account. However, any Apple ID can be used for iCloud, and perhaps Apple draws less of a distinction between iCloud accounts and other Apple IDs.

**My Photo Streams and iCloud Photo Sharing:** Continuing with the theme of automatically propagating data, a feature called My Photo Stream pushes the photos and videos you take with your iOS device, as well as the photo you import from your camera onto your computer or iOS device, up to the cloud and then down to your other devices. iCloud Photo Sharing extends this concept, allowing you to share photo streams with others and stream photos from iCloud to an Apple TV.

**Syncing documents and app data:** Documents in the Cloud is similar to the music and photo features but for document—it makes sure all the document you create or edit with supported apps are automatically kept in sync across all your devices. However, it works only with iOS and Mac apps that have been special written to use this capability. And it doesn't let just any app view or modify just any document; documents are available only in the app that created them (even if the app is on a different platform). Some Mac and iOS apps that don't use document per se can take advantage of iCloud's infrastructure for storing and syncing other data, such as preferences and database entries.

**Mail, contact, Calendar, browser data, Reminders, and Notes:** With this collection of services, iCloud keeps your personal data in sync between your devices, and lets you access the data (except for browsers bookmarks, tabs, and Reading List) from any Web browser.

**iCloud Keychain:** Mac running Mavericks and iOS devices running iOS 7 can use iCloud Keychain, a way of securely keeping passwords and credit card details in sync among devices. iCloud Keychain includes other features, too, such as a random password generator built into Safari.

**Find My Device and Find My Friends:** Find My iPhone (or iPad or iPod Touch) lets you determine the exact location of any of your iOS devices, while Find My Mac does the same for your Macs; you can even remotely lock or wipe any of the devices. Find My Friends let you locate friends—via their iOS devices—who have

given you permission to follow them.

**iCloud Backup:** iCloud securely—and automatically—backs up all the personal data from your iOS devices to Apple's servers and lets you restore it over the air.

**Apple TV:** Your Apple TV can access not only the media you purchased from your other Apple devices but also your iTunes Match media, if any; My Photo Stream; and photo streams shared with you by others.

**Back to My Mac:** With Back to My Mac, you can use file sharing and screen sharing on a local Mac with a remote Mac, even if the remote Mac is behind a router or gateway that uses NAT (network address translation).

**Peer-to-Peer Networking:** Another useful capability that Apple hasn't publicized much is the ability to transfer files between Apple devices in a local network rather than going through the cloud. This saves valuable Internet bandwidth. This task also copies the new data just copied to your device to the cloud to enable remote access and backup.

SLIDE 9 – Apple ID

The need for a credit card.

*Multiple Apple IDs.*

SLIDE 10 – What's Next?