

[Pop captions up]

(Quiet synthesizer music)

Merlin Mann: ARE YOU TIRED OF
HAVING YOUR E-MAIL ALWAYS
BEEPING AT YOU AND TELLING YOU
WHAT TO DO?

I'M MERLIN MANN FROM
43folders.com, AND TODAY I'M
GONNA SHOW YOU HOW TO GET OUT OF
YOUR INBOX AND BACK INTO YOUR
LIFE TODAY ON "THE LAB."

[Pop captions down]

(Theme music playing)

(Sound of dial-up modem)

[MUSIC]

[Pop captions up]

Leo Laporte: HEY, HOW ARE YOU?
GOOD TO SEE YOU.
WELCOME TO "THE LAB."
SO GLAD YOU'RE HERE TODAY.
YOU'RE GONNA BE GLAD, TOO,
BECAUSE WE'VE GOT A GREAT SHOW
PLANNED FOR YOU.

[Pop captions down]

Leo Laporte: I'M LEO LAPORTE.

[Pop captions up]

Leo Laporte: THIS IS MY LAB,
AND THIS IS MY LAB ASSISTANT,

KATE ABRAHAM, YES, SIR.

Kate Abraham: (Laughing)

Leo Laporte: (Laughing)

THIS IS EPISODE 169, LADIES AND GENTLEMEN.

Kate Abraham: 169.

Leo Laporte: AND --

(Chuckling)

AND WE'VE GOT A GREAT --

[Pop captions down]

Leo Laporte: I MEAN I'M LOOKING AT THIS.

I'M SO EXCITED.

THREE OF MY FAVOURITE GUESTS.

WE'VE GOT RAY MAXWELL.

HE'S GONNA SHOW US A LITTLE BIT

ABOUT ADOBE'S LIGHTROOM AND

CAMERA RAW, WHICH ARE USEFUL,

VERY USEFUL, PROBABLY MUST-HAVE

TOOLS FOR ANYBODY DOING DIGITAL

PHOTOGRAPHY, HIGH-END, YOU KNOW,

PROFESSIONAL STUFF OR, YOU KNOW,

IF YOU WANT TO JUST GET BETTER AT IT.

MERLIN MANN, AS YOU SAW, HE'S

HERE VIA SKYPE.

DON'T LET YOUR E-MAIL PUSH YOU AROUND!

Kate Abraham: HE'S SO MUCH FUN TO WATCH ON SKYPE!

Leo Laporte: ISN'T HE FUNNY?

Kate Abraham: YOU CAN JUST

WATCH HIM, AND HE ENTERTAINS HIMSELF.

Leo Laporte: I JUST ADORE MERLIN.

Kate Abraham: (Laughing)

Leo Laporte: I JUST THINK HE'S THE GREATEST.

HE'S FROM 43 FOLDERS, WHICH IS A

GREAT PRODUCTIVITY SITE, AND

HE'S, OF COURSE, A REGULAR ON
OUR PODCAST, "MACBREAK WEEKLY."
WE LOVE HAVING HIM ON.
AND KRIS KRUG, HOW FANS CAN
INTERACT WITH BANDS, THANKS TO
THE INTERNET.

(Indiscernible)

Leo Laporte: MUSIC 2.0.

Kate Abraham: OKAY!

Leo Laporte: I LIKE THAT IDEA.

Kate Abraham: (Chuckling)

Leo Laporte: ARE YOU ON MYSPACE?

Kate Abraham: I USED TO BE,
AND THEN THE WHOLE FACEBOOK
THING CAME IN, AND MYSPACE, I
JUST PUSHED IT AWAY.

Leo Laporte: THAT'S REALLY
WHAT MYSPACE'S CLAIM TO FAME WAS.
IT WAS THE WAY BANDS REACHED
OUT, AND INDIE BANDS, A LOT OF
BANDS GOT DISCOVERED THERE, AND
I THINK IT STILL IS VERY
MUSIC-FOCUSSED, BUT THERE'S MORE
THAN JUST THAT.

THERE'S LOTS OF OTHER STUFF, SO
WE'LL TALK ABOUT THAT IN JUST A BIT.
BUT FIRST, THE MOST IMPORTANT
PART OF THE SHOW, YOU, OUR CALLERS.
LET'S GET OUR FIRST CALLER OF
THE DAY HERE.

Kate Abraham: OKAY, WE'RE
GOING TO SALAMANDER BAY IN
NEW SOUTH WALES, AND WE HAVE

ROBERT, BUT YOU CAN CALL HIM "BOB."

Leo Laporte: HI, BOB!

[Pop captions up]

Robert: HI, LEO.

LEO, WHAT I WANTED TO KNOW IS
I'VE GOT A NIKON D50, AND I
WANTED TO KNOW IF THE UPGRADE TO
A D300'S WORTH THE MONEY.

Leo Laporte: I CAN'T HEAR BOB.
I'M HAVING TROUBLE WITH MY EARPIECE.
WHAT DID HE ASK?
DID YOU HEAR IT?

Sean Carruthers: YES.

Leo Laporte: (Laughing)

I'M SORRY, BOB.

KEEP --

HOLD ON A SECOND.

SEAN'S GONNA TRANSLATE.

Sean Carruthers: HE'S GOT A
NIKON D50, AND HE WANTS TO KNOW
IF THE UPGRADE TO THE D300 IS
WORTH THE MONEY.

[Pop captions down]

Leo Laporte: AH!

WELL, BOY, YOU CALLED AT THE
RIGHT TIME, BOB, BECAUSE WE HAVE
ALL OF OUR EXPERTS HERE WITH US TODAY.
WE'VE GOT SEAN, WHO'S A
PHOTOGRAPHY WIZ.
RAY MAXWELL'S A PHOTOGRAPHY WIZ.
SO YOU HAVE A NIKON --
DID HE SAY F3?

Sean Carruthers: HE'S GOT A D50 RIGHT NOW.

Leo Laporte: THE D50, WHICH I LOVE.

IT'S A GREAT CAMERA.

AND YOU'RE LOOKING AT THE NEW D300.

Robert: YEAH, THAT'S CORRECT.

Leo Laporte: YEAH.

YOU KNOW, NIKON -- IT'S FUNNY.

NIKON HAS FALLEN A LITTLE BEHIND

IN DIGITAL PHOTOGRAPHY BECAUSE

CANON RELEASED THE 5D WITH ITS

FULL FRAME SENSOR.

IT'S A FULL-SIZE 35-MILLIMETRE

CMOS SENSOR, AND, OF COURSE, THE

BIGGER THE SENSOR, THE BETTER.

YOU PULL IN MORE LIGHT.

YOU GET MORE DETAIL.

YOU KNOW, IT'S NOT ALL ABOUT MEGAPIXELS.

IT'S ABOUT HOW MUCH SPACE THOSE

MEGAPIXELS HAVE ON THE SENSOR.

THAT'S A BIG PART OF IT.

NIKON HAS RESPONDED NOW.

THEY HAVE A NEW D3, I THINK IT

IS, OR 3D, THEY MIGHT CALL IT,

AND THE 300 CAME OUT AT THE SAME

TIME AS THE 3.

IT DOESN'T HAVE A FULL FORMAT,

BUT IT HAS A LOT OF NICE FEATURES.

IT HAS A THREE-INCH LCD WITH

LIVE VIEW, SO YOU CAN FOCUS, YOU

KNOW, LOOKING IN THE LCD.

MOST SLR'S, UP TILL NOW YOU HAD

TO USE THE VIEWFINDER.

I MEAN THAT'S THE WHOLE POINT OF

AN SLR IS WHAT YOU SEE IS WHAT

YOU GET.

THAT VIEWFINDER'S LOOKING OUT
THROUGH THE LENS.

WELL, I THINK IT WAS OLYMPUS
THAT REALLY STARTED THIS WITH
THE EVOLT, WHERE THEY ACTUALLY
PUT A LITTLE CAMERA BASICALLY IN
THERE, AND THAT'S WHAT YOU'RE
SEEING ON THE LCD.

[Pop captions up]

Leo Laporte: NOW NIKON'S
DOING IT, SOMETHING CANON HASN'T
DONE UP TO NOW.

HAVE YOU PLAYED WITH THE 300 AT ALL?
DO YOU KNOW ANYTHING ABOUT IT?

Sean Carruthers: I'VE PLAYED
WITH NOT THE NIKON ONE.

[Pop captions down]

Sean Carruthers: I'VE PLAYED
WITH THE LIVE MOS FEATURE ON THE
OLYMPUS, AND IT'S A BIT GIMMICKY
IN SOME WAYS.

Leo Laporte: I DON'T MIND USING THE VIEWFINDER.
I'LL BE HONEST.

THAT'S THE WHOLE IDEA OF AN SLR, RIGHT?

Sean Carruthers: BUT, YEAH, I
HAVEN'T HAD A CHANCE TO SEE THE D300.

Leo Laporte: THE OTHER THING
ABOUT THE D300 IS IT'S EXPENSIVE.

I MEAN IT'S --

LIST PRICE IS 18 HUNDRED DOLLARS

U.S., SO --

FOR THE BODY!

SO WE'RE TALKING SOMETHING IN
THE CANON 5D RANGE, AND FRANKLY,
I'M A BIG 5D FAN.

[Pop captions up]

Leo Laporte: NOW, IF YOU LIKE
NIKON GLASS, IF YOU'RE USING
NIKON GLASS AND YOU WANT TO
STICK WITH IT, THIS IS PROBABLY
A GOOD CHOICE.

IT'S CERTAINLY A LOT LESS THAN THE 3.
RAY MAXWELL, HAVE YOU PLAYED AT
ALL WITH THE D300?

[Pop captions down]

Leo Laporte: DO YOU HAVE ANY
OPINION ON THE D300?

Ray Maxwell: I'VE READ A LOT
OF THE REPORTS.

I HAVEN'T HAD HANDS-ON WITH IT YET.

Leo Laporte: I DON'T THINK ANYBODY HAS.

Ray Maxwell: I THINK I WAS A
LITTLE MORE EXCITED ABOUT THE D3
BEING THE FULL FRAME.

YOU KNOW, NIKON FINALLY --

Leo Laporte: THAT'S A BIG DEAL.

Ray Maxwell: AND IT HAS A
FEATURE I HAVEN'T SEEN IN ANY
OTHER CAMERA, THE D3.

[Pop captions up]

Ray Maxwell: WHEN YOU PUT THE
LENSES THAT COVER THE SMALLER
ARRAY, YOU KNOW, THAT YOU'VE
COLLECTED IN THE PAST WITH THE
SMALL ONES --

Leo Laporte: RIGHT.

Ray Maxwell: IT CROPS AUTOMATICALLY.

[Pop captions down]

Leo Laporte: OH, GOOD!

SO IT'S NOT DOING SOME WEIRD
KIND OF VIGNETTING.

Ray Maxwell: RIGHT.

Leo Laporte: IT'S ACTUALLY
CROPPING THE PICTURE DOWN.

Ray Maxwell: RIGHT, SO YOU
CAN USE THOSE SMALLER FORMAT
LENSES ON THE FULL FORMAT
CAMERA, AND IT AUTOMATICALLY CROPS.

Leo Laporte: THEY KIND OF
HAVE TO DO THAT BECAUSE ALL OF
THE LENSES HAVE BEEN IN A
SMALLER FORMAT UP TILL NOW.

Ray Maxwell: AFTER THEY'VE
WAITED FIVE YEARS TO GO FULL FRAME --

Leo Laporte: YEAH.

Ray Maxwell: AND YOU'VE
INVESTED A FORTUNE IN LENSES.

Leo Laporte: I HAD A D70 FOR YEARS.

I LOVED IT.

I THOUGHT --

YOU KNOW, I'M A BIG NIKON FAN.
WHEN I WENT TO THE 5D, THOUGH, I
NOTICED A BIG DIFFERENCE, AND I
THINK THAT THAT'S THAT
FULL FRAME.

THE OTHER THING THAT NIKON DOES
BETTER THAN CANON, IT HAS
AUTO-CLEANING.

IT HAS AN AUTO-CLEANING PICKUP.
THE CANONS, YOU REALLY EITHER
HAVE TO TAKE YOUR CHANCES AND DO
IT YOURSELF, OR MORE LIKELY
YOU'LL BRING IT INTO THE STORE
AND HAVE THEM CLEAN IT IF YOU
GET ANY DUST ON THE PICKUP.
THE NIKONS HAVE A LITTLE SHAKING
MECHANISM --

Ray Maxwell: RIGHT.

Leo Laporte: WHICH I THINK IS
PROBABLY A GOOD IDEA.

Ray Maxwell: YES.

Leo Laporte: YEAH.

Ray Maxwell: MM-HMM.

Leo Laporte: SO... I DON'T KNOW.

WHAT'S OUR RECOMMENDATION?
IT'S 18 HUNDRED BUCKS, WHICH IS A LOT.
YOU COULD GET --
THAT'S CLOSE TO A --

Ray Maxwell: DOES HE HAVE A
LOT OF NIKON GLASS?

Leo Laporte: THAT'S A GOOD QUESTION, BOB.
ARE YOU ALREADY HEAVILY INVESTED
IN NIKON?

DID YOU BUY MORE THAN ONE LENS
FOR YOUR D60?

Robert: YES, I'VE GOT HALF A DOZEN, LEO.

Leo Laporte: HALF A DOZEN.

[Pop captions up]

Leo Laporte: THEN I THINK THE D300 IS A --
THAT'S IT THEN.
YOU'VE CHOSEN NIKON.

THE D300 WOULD BE A VERY GOOD
CHOICE FOR YOU.

I THINK THERE'S A LOT OF GREAT
THINGS ABOUT IT, SIX FRAMES PER SECOND.

[Pop captions down]

Leo Laporte: IT'S REALLY FAST.

THEY'RE CLAIMING 45-MILLISECOND
SHUTTER LAG.

THAT'S VERY, VERY --

THAT'S INSTANTANEOUS FOR ALL
INTENTS AND PURPOSES.

POWERS UP IN LESS --

IN ABOUT A TENTH OF A SECOND.

I MEAN THAT'S REALLY GOOD ALSO.

I THINK IN MANY WAYS, THIS IS A
VERY IMPRESSIVE CAMERA.

IT DOES VERY HIGH ISO'S, WHICH
IS KIND OF NICE.

IT GOES UP TO 6400, YOU KNOW,
AND THAT THREE-INCH LCD, THAT'S
GONNA MAKE A BIG DIFFERENCE IF
YOU'RE GONNA USE THAT AS A VIEWFINDER.

YOU KNOW, WE'VE GOT KRIS KRUG
HERE, WHO'S A CANON GUY.

WE'VE GOT RAY MAXWELL, WHO'S A
CANON GUY, HERE.

WE'VE GOT LEO LAPORTE, WHO'S A
CANON GUY, AND NOW SEAN
CARRUTHERS, WHO WAS AN OLYMPUS
EVOLT GUY, IS A CANON GUY.

Sean Carruthers: YEAH.

Leo Laporte: BUT WE DON'T HAVE --
BUT THERE'S A DIFFERENCE.

WE HAVEN'T INVESTED IN NIKON LENSES.

I DON'T THINK THERE'S ANYTHING
WRONG WITH NIKON, AND I THINK IF
YOU'VE ALREADY GOT AN INVESTMENT
IN NIKON LENSES, THIS IS
PROBABLY A VERY --

WHEN YOU'RE TALKING THIS
PROSUMER LEVEL, THE D300 IS
CERTAINLY NIKON'S, YOU KNOW, ONE
OF NIKON'S BEST CAMERAS AT THAT
PRICE POINT, I THINK A GOOD CHOICE!

Robert: ALL RIGHT, LEO.

THANKS FOR THAT.

Leo Laporte: HEY, THANKS, BOB!

ENJOY YOUR PHOTOGRAPHY.

YOU LIVE IN A PLACE WHERE IT'S A NATURAL.

YOU'VE GOTTA TAKE PICTURES, RIGHT?

IT'S SUCH A BEAUTIFUL AREA.

SO KEEP TAKING THOSE PICTURES,
AND WE'LL LOOK FOR 'EM ON FLICKR.

(Funky digital music)

Leo Laporte: TAKE CARE, BOB.

COMING UP, RAY MAXWELL.

[Pop captions up]

Leo Laporte: ACTUALLY, YOU'RE
GONNA WANT TO STAY TUNED FOR
THIS, BOB, BECAUSE HE'S GONNA
TALK ABOUT LIGHTROOM AND ADOBE
CAMERA RAW.

IF YOU'RE SHOOTING WITH A CAMERA
LIKE THIS D300, YOU'RE
ABSOLUTELY GONNA BE SHOOTING IN
WHAT THEY CALL RAW FORMAT, BUT

WHAT DO YOU DO?
HOW DO YOU PROCESS THOSE
PICTURES ONCE YOU TAKE THEM?
WE'LL TALK ABOUT THE BEST WAYS
TO DO THAT WITH RAY MAXWELL,
COMING UP IN JUST A BIT.

STAY HERE.

[MUSIC]

[Pop captions down]

COMMERCIAL

(Theme music playing)

Leo Laporte: WELCOME BACK TO "THE LAB."

LEO LAPORTE HERE.

RAY MAXWELL IS ALSO HERE.

HE'S AN ENGINEER, A TEACHER, A
SCIENTIST, A PILOT AND LOVES TO
COME IN AND TEACH US THINGS
ABOUT DIGITAL PHOTOGRAPHY, AMONG
OTHER THINGS.

NOW, IF YOU GET SERIOUS ABOUT
DIGITAL PHOTOGRAPHY, YOU'RE
GONNA START SHOOTING NOT IN A
FORMAT CALLED JPEG OR TIFF.
YOU'RE GONNA START SHOOTING IN A
FORMAT CALLED RAW, WHICH IS
BASICALLY JUST EVERY BIT OF
INFORMATION THAT COMES OFF OF
THAT SENSOR --

Ray Maxwell: THAT'S RIGHT.

Leo Laporte: PROCESSED NOT AT
ALL BY THE CAMERA.

Ray Maxwell: RIGHT.

Leo Laporte: AND THE

ADVANTAGE OF SHOOTING RAW IS
THAT, YOU KNOW, YOU CAN ALWAYS
GO BACK AND MODIFY WHAT THE CAMERA --
YOU KNOW, YOU'VE GOT EVERYTHING
THE CAMERA SAW.
IT'S NOT BEEN COMPRESSED IN ANY WAY.

Ray Maxwell: RIGHT.

Leo Laporte: THE DISADVANTAGE
IS IT'S LARGE, AND NOT EVERY
PROGRAM CAN HANDLE CAMERA RAW.

Ray Maxwell: RIGHT, ALTHOUGH
IT'S MORE AND MORE.

Leo Laporte: I KNOW.
IT'S KIND OF BECOME THE DEFAULT.

Ray Maxwell: YEAH, YEAH.

Leo Laporte: AND WHEN YOU SEE
EVEN POINT-AND-SHOOTS LIKE THE
NEW G9 FROM CANON SHOOTING IN A
RAW FORMAT, YOU REALIZE THAT A
LOT OF, A LOT OF PEOPLE ARE
GONNA START SHOOTING RAW --

Ray Maxwell: RIGHT.

Leo Laporte: BECAUSE WE HAVE
ENOUGH STORAGE NOW.

[Pop captions up]

Ray Maxwell: AND EVEN, EVEN
PREVIEW ON THE MAC OPENS RAW FILES.

Leo Laporte: YEAH, ISN'T THAT AMAZING?

Ray Maxwell: IT'S AMAZING.

Leo Laporte: BUT YOU DO NEED
TOOLS TO PROCESS RAW BECAUSE THE
CAMERA'S NOT DOING THE WORK.

[Pop captions down]

Ray Maxwell: THAT'S RIGHT.

Leo Laporte: HOW DO YOU TURN IT INTO A JPEG?

HOW DO YOU CHANGE THE WHITE BALANCE?

HOW DO YOU MESS WITH THE PICTURE?

SO THESE ARE --

THIS IS THE TOOLS YOU RECOMMEND,

I THINK, YEAH?

Ray Maxwell: ABSOLUTELY.

NOW, I'M GONNA SHOW THIS IN

ADOBE CAMERA RAW, BUT --

Leo Laporte: THAT COMES WITH PHOTOSHOP.

Ray Maxwell: RIGHT.

IT COMES WITH PHOTOSHOP AND BRIDGE.

Leo Laporte: OKAY.

Ray Maxwell: AND I STARTED IN BRIDGE.

Leo Laporte: MM-HMM.

Ray Maxwell: AND IN ADDITION,

ALL THE CONTROLS I'M GONNA SHOW

YOU ARE AVAILABLE IN LIGHTROOM

AS WELL, AND THEY'RE WORKING

VERY HARD TO DOVETAIL ADOBE

CAMERA RAW AND ITS CONTROLS WITH

LIGHTROOM, SO KIND OF ANYTHING

YOU CAN DO IN ONE, YOU CAN DO IN

THE OTHER, AND YOU CAN OPEN THE

EDITED FILES ONE FROM THE OTHER.

Leo Laporte: SEE, I LIKE

LIGHTROOM BECAUSE IT'S 300 BUCKS.

Ray Maxwell: YES.

[Pop captions up]

Leo Laporte: WINDOWS OR MAC,

AND I DO ALL --

ALMOST EVERYTHING I SHOOT, I SHOOT --

I PUT IN THE LIGHTROOM BECAUSE I
CAN QUICKLY REJECT PHOTOS --

Ray Maxwell: RIGHT.

Leo Laporte: AND IT HAS ALL
THESE GREAT CONTROLS OVER THE PHOTO.

[Pop captions down]

Ray Maxwell: EXACTLY.

Leo Laporte: YEAH, YEAH.

Ray Maxwell: NOW, I'M GONNA SHOW TODAY --
I'VE SHOWN IN THE PAST HOW TO
DEAL WITH THE HISTOGRAM AND
EXPOSURE AND ALL THAT SORT OF STUFF.
TODAY WE'RE GONNA GO INTO A
COUPLE OF ADVANCED CONTROLS.

Leo Laporte: GOOD, BECAUSE
THERE'S SOME SLIDERS THERE, I
DON'T KNOW WHAT THE HECK THEY DO.

Ray Maxwell: YEAH, AND THESE
ARE REALLY MAGICAL.

[Pop captions up]

Ray Maxwell: NOW, I'M GOING
TO JUST ADJUST THE EXPOSURE
SLIGHTLY ON THIS.
WATCH MY HISTOGRAM.

Leo Laporte: IS THAT LIKE BRIGHTNESS?
WHAT IS IT?

YEAH.

[Pop captions down]

Ray Maxwell: AND THEN I'M
GONNA OPEN UP THE BLACKS JUST A
LITTLE BIT.

SO THAT'S JUST BASIC STUFF.

AND NOW I AM GOING TO SWITCH

OVER TO THE HUE SATURATION AND LUMINANCE.

Leo Laporte: HSL.

Ray Maxwell: YES, AND I'M GOING TO FIRST OF ALL ZOOM IN HERE ON THIS JUST A LITTLE BIT, AND THEN I'M GONNA ZOOM IN SO THAT WE CAN SEE THE CONTROLS HERE AS WELL.

AND IN HUE SATURATION, I'M GONNA START WITH HUE, AND WE CAN SEE THE RED APPLE OVER HERE.

Leo Laporte: MM-HMM.

Ray Maxwell: I CAN GO IN IN A COLOUR PICTURE, AND I CAN CHANGE THE HUE OF THE RED.

NOW, I'M GONNA EXAGGERATE IT. HERE I'LL GO TOWARDS YELLOW.

Leo Laporte: SO IT ONLY AFFECTS THE REDS.

Ray Maxwell: YEAH, AND THIS GOES OVER TOWARDS BLUES, OKAY? SO THAT'S THE HUE.

SO I CAN CHANGE THE HUE OF THE REDS AND ONLY THE REDS.

Leo Laporte: NOW, YOU COULD DO THIS WITH A TOOL LIKE CURVES IN PHOTOSHOP, BUT THIS IS GIVING YOU A PARTICULAR COLOUR.

Ray Maxwell: A PARTICULAR COLOUR.

Leo Laporte: THIS MIGHT BE A LITTLE EASIER TO USE THAN CURVES.

Ray Maxwell: AND I DON'T HAVE TO SELECT ANY PIXELS, AND THIS

IS NON-DESTRUCTIVE.

Leo Laporte: THAT'S WHAT --
THE OTHER THING I LIKE IS THAT
ALL THE CHANGES YOU MAKE TO
PHOTOS WITH THESE TOOLS ARE JUST
KIND OF ON TOP OF THE ORIGINAL.
YOU CAN ALWAYS GET BACK TO THE ORIGINAL.

Ray Maxwell: EXACTLY.

Leo Laporte: YEAH.

Ray Maxwell: SO NOW I'M GONNA
GO OVER TO SATURATION, AND WE'LL
PLAY WITH THE RED SATURATION.
I CAN SATURATE THE APPLE.
LOOK AT THAT.
SNAP IT UP.

Leo Laporte: SO THAT DOESN'T
CHANGE THE COLOUR.
IT JUST CHANGES HOW MUCH OF THE
COLOUR IS THERE.

Ray Maxwell: RIGHT.

SO WE CAN MAKE THAT --

Leo Laporte: AND THAT'S GREAT
BECAUSE THE LEMON'S NOT CHANGED AT ALL.

Ray Maxwell: NO.

AND THEN I CAN GO TO LUMINANCE,
AND I'M GONNA DO THE SAME THING WITH RED.
I CAN LIGHTEN THE APPLE --

Leo Laporte: OH, WOW!

Ray Maxwell: OR I CAN DARKEN THE APPLE.

Leo Laporte: OH, THAT'S SO COOL!

Ray Maxwell: OKAY?

SO, YOU KNOW, WHATEVER I --
WHATEVER COLOUR I WANT TO WORK WITH --

NOW LET'S JUST TRY IT OUT WITH
SOME OTHER COLOURS THAT ARE IN
THAT PICTURE.

I CAN GO IN WITH THE ORANGE AND
CHANGE THE HUE OF JUST THE ORANGE.

Leo Laporte: IT'S INTERESTING.

NOW, THIS PARTICULAR PICTURE,
BECAUSE OF THE CHOICE, ONLY THE
APPLE HAS SOME RED IN IT.

ONLY THE ORANGE HAS ORANGE IN IT.
SOME --

Ray Maxwell: I DIDN'T PICK IT BY ACCIDENT.

(Both laughing)

Leo Laporte: SOMETIMES, IF
YOU WERE DOING FACIAL TONES,
THERE'S RED AND ORANGE AND
PROBABLY EVEN SOME GREEN IN A
FACE, RIGHT?

Ray Maxwell: WELL, FACE,
USUALLY ORANGES.

Leo Laporte: ORANGES MOSTLY.

Ray Maxwell: YEAH.

Leo Laporte: OKAY.

Ray Maxwell: IT SEES FACES
MOSTLY AS REDS OR ORANGES AND SO FORTH.

Leo Laporte: THERE'S NOT A LOT OF BLUE IN A FACE.

Ray Maxwell: NO.

Leo Laporte: MAYBE THE EYES.

Ray Maxwell: AND SO AGAIN I
CAN GO BACK TO HUE AND PLAY WITH
THE HUE OF THE ORANGE.

SEE, I CAN MAKE IT YELLOW.

Leo Laporte: AND IT REALLY

ONLY AFFECTS THE ORANGE.

Ray Maxwell: AND IT ONLY
AFFECTS THE ORANGE.

Leo Laporte: LOOK AT THAT!
THAT'S SO COOL!

Ray Maxwell: ISN'T THAT AMAZING?

Leo Laporte: OH, I LIKE THAT.

Ray Maxwell: YOU KNOW... AND THEN --

Leo Laporte: IF YOU WERE
GONNA DO THAT BY HAND, IS IT
CURVES THAT YOU WOULD USE TO --

Ray Maxwell: WELL, I'D HAVE
TO GO IN AND INDIVIDUALLY SELECT IT FIRST.

Leo Laporte: YOU GET THE --
YOU PICK THE CHANNEL.
YOU HAVE TO SELECT THE ORANGE AND --
THIS IS A GREAT WAY JUST TO DO IT BY COLOUR.

Ray Maxwell: RIGHT.
AND THEN, YOU KNOW, GO IN AND
USE HSL IN PHOTOSHOP, BUT I HAVE
TO MAKE SELECTIONS.

Leo Laporte: RIGHT.

Ray Maxwell: SO I CAN GO
THROUGH ANY ONE.
AGAIN, I'LL GO THROUGH THE
YELLOW LUMINANCE HERE.
YOU'LL SEE THE LEMON.
I CAN DARKEN IT OR LIGHTEN IT.

Leo Laporte: THAT'S THE BIG
DIFFERENCE BETWEEN PROGRAM --
TOOLS LIKE THIS AND PHOTOSHOP IS
THAT THESE TOOLS AFFECT THE
WHOLE PICTURE.

PHOTOSHOP IS A REGION OF THE
PICTURE.

Ray Maxwell: RIGHT.

Leo Laporte: YEAH.

Ray Maxwell: AND I'M GONNA
TAKE THAT... THAT... THE --

Leo Laporte: LIME?

Ray Maxwell: LIME AND GREEN
IT UP A LITTLE BIT.

Leo Laporte: MAKE THAT GREEN.
LOOK HOW --

THOSE FRUIT NOW POP.

Ray Maxwell: YEAH.

Leo Laporte: IF THE GROCERY
STORE COULD ONLY DO THIS --

Ray Maxwell: YES.

Leo Laporte: THIS IS WHY A PICTURE --
YOU NEVER TRUST A PICTURE IN A MAGAZINE.

(Laughing)

JUST EXACTLY WHY!

Ray Maxwell: SO, SO THOSE ARE
THE ADVANCES.

NOW, I CAN DO THE SAME THING --

I CAN DO THE SAME KIND OF
MAPPING, ONLY IN GRAYSCALE.

I'VE JUST --

Leo Laporte: NOW WHY WOULD
YOU DO THAT?

Ray Maxwell: CONVERT IT TO GRAYSCALE.

Leo Laporte: OKAY.

Ray Maxwell: REMEMBER IN AN
EARLIER EPISODE I SHOWED HOW YOU
CAN GO IN PHOTOSHOP IN BLACK AND

WHITE AND MAP THE TONES BASED ON THEIR COLOUR?

Leo Laporte: RIGHT.

Ray Maxwell: YOU CAN DO THE SAME THING INSIDE ADOBE CAMERA RAW.

Leo Laporte: SO THIS WOULD BE A WAY TO PLAY WITH CONTRAST A LITTLE BIT AND --

Ray Maxwell: WELL, LET'S LOOK. IF I GO TO THE REDS NOW WITH THE GRAY, I CAN TAKE THE APPLE AND LIGHTEN IT AND ONLY THE APPLE.

Leo Laporte: WOW.

Ray Maxwell: SO I'M MAPPING TONES NOW. THE ORANGE, I CAN DARKEN ONLY THE ORANGE --

Leo Laporte: OH, THAT'S REALLY GREAT.

Ray Maxwell: OR LIGHTEN IT. I'LL GO TO THE YELLOW, AND I CAN LIGHTEN OR DARKEN.

Leo Laporte: WOW.

Ray Maxwell: YOU KNOW, THE YELLOWS --

Leo Laporte: YOU CAN TURN THE LEMON INTO A LIME.

Ray Maxwell: AND THE LIME, I CAN LIGHTEN IT OR DARKEN IT, SO I CAN MAP MY GRAY TONES BASED ON COLOUR.

Leo Laporte: INTERESTING.

Ray Maxwell: NOW, I'M GONNA SWITCH QUICKLY NOW TO THE ADDITIONAL ADJUSTMENTS HERE, AND I'M GOING TO --
BACK OUT HERE AND CANCEL THIS

AND OPEN ANOTHER IMAGE THAT
ILLUSTRATES THESE POINTS A LITTLE BIT.

Leo Laporte: SNOW SCENE.

Ray Maxwell: SNOW SCENE SHOT YESTERDAY.
IT WAS SNOWING IN VANCOUVER
YESTERDAY.

Leo Laporte: YEAH, I NOTICED.

Ray Maxwell: AT ANY RATE, I'M
SHOWING THAT WE HAVE VIGNETTING
UP IN THE UPPER LEFT-HAND CORNER.
BY THE WAY, I HAD A ROUGH TIME
FINDING A PICTURE WITH THIS FAULT.

Leo Laporte: BECAUSE YOU'RE
SUCH A GOOD PHOTOGRAPHER.

Ray Maxwell: (Chuckles)
AND THE LENSES --

Leo Laporte: BUT THIS WILL
HAPPEN SOMETIMES WITH A
WIDE-ANGLE LENS, AND IT JUST
CUTS THE CORNERS A LITTLE BIT.

Ray Maxwell: SO I'M GONNA GO
INTO THE LENS ADJUSTMENTS, AND
HERE I'M GONNA EXAGGERATE IT FIRST.
SEE THE DARK CORNERS UP THERE?

Leo Laporte: SOMETIMES YOU
WANT THAT EFFECT.

Ray Maxwell: SOMETIMES.

Leo Laporte: YEAH.

Ray Maxwell: BUT I CAN TAKE
IT OUT COMPLETELY AND FLATTEN
THE IMAGE.

Leo Laporte: OH, LOOK AT THAT.

Ray Maxwell: IN ADDITION, NOW

I'M GOING TO ZOOM WAY IN HERE,
AND I'M GONNA GO OVER HERE TO
THE RIGHT-HAND SIDE, WHERE WE'RE
RIGHT AT THE EDGE FOR THIS
WIDE-ANGLE LENS, AND I GET A
LITTLE BIT OF COLOUR ABERRATION, OKAY?
RIGHT OVER TO THE FAR EDGE.

Leo Laporte: YOU'RE SEEING A
LITTLE KIND OF ON THE BORDERS, A
LITTLE RED ON THE BORDERS THERE.

Ray Maxwell: YEAH, YOU HAVE
TO GO RIGHT OVER, AND NOW YOU
CAN SEE --

I'M GONNA GO IN JUST A LITTLE
BIT TIGHTER ON IT.

Leo Laporte: YEAH, YEAH.

Ray Maxwell: AND YOU CAN SEE
A LITTLE RED FRINGE?

Leo Laporte: YEAH.

Ray Maxwell: WELL, YOU CAN GO
IN HERE IN THE CHROMATIC
ABERRATION ADJUSTMENT, AND I CAN
JUST TAKE THIS OVER, AND I CAN
GET RID OF THAT RED.

Leo Laporte: OH, MY GOODNESS!
SO IT KNOWS SOMEHOW.

Ray Maxwell: SEE, I'M GONNA
EXAGGERATE IT.

Leo Laporte: LOOK AT THAT!

Ray Maxwell: AND THEN I'M GONNA TAKE IT OUT.

Leo Laporte: SEE, OH, THAT'S GREAT!

Ray Maxwell: SO IT CAN TAKE OUT --

Leo Laporte: NOW, YOU USE GOOD LENSES, BUT EVEN GOOD

LENSES, SOMETIMES ON THE EDGE OF
A WIDE ANGLE --

Ray Maxwell: AT THE VERY EDGE
OF A WIDE ANGLE.

Leo Laporte: YEAH, YEAH.

Ray Maxwell: SO THAT ALLOWS
ME TO DO THOSE ADVANCED CORRECTIONS.

Leo Laporte: THESE ARE THE
KINDS OF THINGS YOU WOULD USE
LIGHTROOM OR ADOBE CAMERA RAW.

(Funky digital music)

Ray Maxwell: CORRECT.

Leo Laporte: BECAUSE BOTH
HAVE BASICALLY THE SAME TOOLS --

Ray Maxwell: THAT'S RIGHT.

Leo Laporte: TO KIND OF TOUCH
UP YOUR PICTURES OR EVEN MAKE A
LIME POP!

Ray Maxwell: EXACTLY.

Leo Laporte: MORE DETAILS,
WE'VE GOT THE NOTES ON THE
WEBSITE, labwithleo.com.

[Pop captions up]

Leo Laporte: AND, OF COURSE,
A GREAT WAY TO SEE RAY'S PHOTOS
IS TO GO TO HIS OWN WEBSITE,
maxwellmultimedia.com, AND HE'S
GOT SOME GREAT IMAGES.

THANK YOU, RAY.

THAT'S COOL.

[Pop captions down]

Leo Laporte: EVERY TIME I SEE
THIS, I WANT TO GO HOME AND

START PLAYING WITH MY PHOTOS.

HEY, LET'S TAKE A CLOSE-UP,
SPEAKING OF PHOTOS, OF SOMETHING
YOU'D FIND AROUND THE LAB.

SEAN TAKES THIS WITH HIS
SUPER DUPER MACRO LENS.

WHAT IS THAT?

DO YOU HAVE ANY IDEA?

I'LL TELL YOU WHAT.

IF WE ZOOMED OUT, YOU'D KNOW
RIGHT AWAY.

LET'S DO THAT.

LET'S TAKE A BREAK.

WHEN WE COME BACK, WE'LL ZOOM
OUT, AND WE'LL FIND OUT WHEN
"THE LAB" CONTINUES. STAY HERE.

[MUSIC]

COMMERCIAL

(Quiet digital music)

Leo Laporte: WELCOME BACK TO "THE LAB."

BEFORE THE BREAK, WE SAW THIS.

I DON'T KNOW WHAT IT IS.

[Pop captions up]

Leo Laporte: LET'S ZOOM OUT.

OH, I SHOULD'VE KNOWN.

I HAVE THAT RAZOR.

IT'S A BRAUN PULSONIC.

Sean Carruthers: (Chuckling)

Leo Laporte: YOU KNOW, IT
LOOKED KIND OF FAMILIAR, BUT I
NEVER REALLY LOOKED THAT CLOSELY.

[Pop captions down]

Kate Abraham: (Chuckling)

Leo Laporte: THAT'S A REALLY
COOL ELECTRONIC RAZOR THAT --

(Imitating buzzing sound)

IT VIBRATES YOUR SKIN.

(Imitating buzzing sound)

ANYWAY, I DON'T KNOW.

Kate Abraham: DON'T LOOK TOO
CLOSELY WHEN IT'S ON, THOUGH, OKAY?

Leo Laporte: NO, YOU DON'T
BECAUSE IT COULD SHAVE YOUR
EYEBALL, AND THAT'D BE BAD, BAD.

Kate Abraham: (Laughing)

Leo Laporte: SEAN TAKES THOSE
PICTURES WITH HIS NEW MACRO LENS
ON HIS CANON REBEL XTI.
HE LOVES THAT.

Kate Abraham: INDEED.

Leo Laporte: HEY, LET'S GET
OUR CALLER ON HERE.

Kate Abraham: FANTASTIC.
WE'RE GOING TO TORONTO, ONTARIO,
AND THIS HERE IS ALI.

Leo Laporte: HEY, ALI!

Ali: HELLO!

[Pop captions up]

Leo Laporte: GREAT TO TALK TO YOU.
WHAT CAN WE DO FOR YOU TODAY?

Ali: WELL, I WAS JUST
WONDERING, WHY IS IT THAT I
ALWAYS NEED PERMISSION TO COPY
FILES FROM MY ROOT DIRECT --

Leo Laporte: (Chuckles)

Ali: FROM ANY DIRECTORY INTO

MY ROOT DIRECTORY OR ANY OF MY DRIVES ON VISTA?

Leo Laporte: ISN'T THAT FRUSTRATING?

Ali: YEAH, IT IS.

Leo Laporte: YEAH, WELL, IT'S A SECURITY ISSUE, AND ONE OF THE --

[Pop captions down]

Leo Laporte: I THINK ONE OF THE REASONS PEOPLE HAVE TROUBLE WITH VISTA IS BECAUSE OF THINGS LIKE THIS.

NOW, IT'S A SENSIBLE PRECAUTION. THEY'RE SAYING, "ANYTHING THAT WANTS TO EITHER COPY OR MODIFY ANY OF THESE FILES, THESE KEY SYSTEM FILES, YOU BETTER -- YOU BETTER BE AN ADMINISTRATOR.

[Pop captions up]

Leo Laporte: YOU BETTER HAVE HIGH-LEVEL PERMISSIONS EVEN TO COPY THEM BECAUSE THAT'S THE KIND OF THING VIRUSES AND SPYWARE WOULD DO.

THEY MIGHT COPY IT TO ANOTHER FOLDER AND REFER TO THAT FOLDER AS YOUR NEW "WINDOWS FOLDER."

[Pop captions down]

Leo Laporte: I MEAN THERE'S -- THEY'RE BASICALLY STOPPING BAD GUYS FROM DOING THIS STUFF. NOW, I SHOULD POINT OUT IF YOU'RE LOGGED ON AS AN ADMINISTRATOR, THE BAD GUYS HAVE

THE SAME PERMISSION AS YOU DO,
SO ANYTHING YOU CAN DO AS AN
ADMINISTRATOR, BAD GUYS CAN DO,
BUT I GUESS THE THEORY IS, WELL,
IF YOU'RE, YOU KNOW, SMART, YOU
SHOULDN'T BE RUNNING AS
ADMINISTRATOR, WHICH YOU'RE
OBVIOUSLY NOT, ALI, OR YOU
WOULDN'T HAVE SEEN THIS, AND
THAT'S GOOD.

THEN WE'RE GONNA HAVE TO ASK
YOUR PERMISSION BEFORE WE MAKE
THESE MODIFICATIONS TO KEY
SYSTEM FILES.

SO THAT'S WHY.

IT'S A SECURITY THING.

IT'S ALSO WHY A LOT OF SOFTWARE
BREAKS UNDER VISTA BECAUSE A LOT
OF SOFTWARE ASSUMES --

IT'S FROM AN XP WORLD.

IT ASSUMES, "OH, I CAN COPY THIS.

I CAN DO THIS.

I CAN MODIFY THIS FILE, NO PROBLEM."

AND WHEN IT CAN'T, INSTEAD OF
DEGRADING GRACEFULLY, IT JUST
CHOKES AND DIES.

THAT'S WHERE A LOT OF THESE
COMPATIBILITY PROBLEMS COME FROM.

MICROSOFT HAS A PROBLEM, YOU UNDERSTAND.

THEY WANT TO MAKE THEIR
OPERATING SYSTEMS MORE SECURE,
BUT THEY ALSO NEED TO WORK WITH
A LOT OF OLDER SOFTWARE, SO VISTA --

YOU KNOW, MAYBE VISTA WENT,
ERRED TOO FAR ON THE SIDE OF SECURITY.
I DON'T THINK SO.

I THINK IT WAS A GOOD MOVE.

VISTA IS MORE SECURE.

THINGS LIKE THE USER ACCESS
CONTROL THAT FORCE YOU TO SAY
"OKAY" WHEN YOU'RE MODIFYING KEY
THINGS, THOSE ARE ALL GOOD
THINGS, BUT I THINK THE PROBLEM
IS IT DRIVES USERS BATTY.

THIS IS WHY VISTA HAS KIND OF
BEEN A FLOP, TO BE HONEST WITH YOU.

SO, ALI, IT'S A GOOD THING.

YOU WANT IT TO DO THAT.

IT'S DOING IT FOR SECURITY.

I KNOW IT'S A PAIN, BUT --

Ali: BUT CERTAIN APPLICATIONS
THAT I WANT TO EXTRACT FILES
INTO MY ROOT DIRECTORY WON'T
EXTRACT FILES AT ALL.

Leo Laporte: THAT'S RIGHT.

Ali: IS THERE A WAY I CAN DISABLE THIS?

Leo Laporte: YEAH, WE'VE
TALKED ABOUT THIS BEFORE ON THE
SHOW, THE WORKAROUNDS TO DOING
THIS KIND OF THING, AND I'M
TRYING TO REMEMBER EXACTLY WHAT
THEY WERE.

I'LL TELL YOU WHAT.

I CAN PUT IT IN THE SHOW NOTES AGAIN.

THERE ARE SOME PROGRAMS THAT
JUST DIE BECAUSE THEY EXPECT YOU

TO BE ABLE TO DO THIS.

I THINK THE GUY WAS --

HE WANTED TO CHANGE ICONS OR
SOMETHING, AND THERE JUST WAS NO
GOOD WAY TO DO IT.

UM...

(Gasps)

IS THERE A PROGRAM YOU HAVE THAT
WON'T OPERATE UNDER VISTA?

Ali: NOT REALLY.

IT'S JUST I WANT TO EXTRACT
FILES OR COPY FILES INTO A ROOT DIRECTORY.

Leo Laporte: YEAH.

Ali: AND IT JUST WON'T LET ME.

Leo Laporte: YEAH.

EVEN AS THE ADMINISTRATOR?

Ali: EVEN AS THE ADMINISTRATOR.

Leo Laporte: YEAH.

I THINK THERE ARE WORKAROUNDS
FOR THIS.

IF I WERE MICROSOFT, I WOULDN'T --
YOU KNOW, I CAN UNDERSTAND.

IT'S A SECURITY THING.

Ali: MM-HMM.

Leo Laporte: IT'S A SECURITY THING.

THIS IS WHY SO MANY PEOPLE HAVE
GONE BACK TO XP.

THAT'S ALL I CAN SAY, ALI.

I'LL TELL YOU WHAT.

LET ME LOOK AND SEE IF I CAN
FIND IT.

WE WERE TALKING ABOUT THIS
BEFORE, AND I JUST DON'T

REMEMBER BECAUSE IT'S KIND OF --
YOU KNOW, IT'S A KIND OF KLUDGY
WORKAROUND THAT YOU HAVE TO DO,
BUT I DO BELIEVE THERE IS A WAY
TO DO IT.

Ali: OKAY.

Leo Laporte: I'LL SEE IF I
CAN FIND THAT FOR YOU, ALI.

Ali: OKAY, I APPRECIATE IT.

(Driving digital music)

Leo Laporte: YEAH, THANKS FOR THE CALL.

Ali: NO PROBLEM.

Leo Laporte: (Coughing)

YOU CAN UNDERSTAND WHY MICROSOFT
DOES THIS.

THEY DON'T --

THEY DON'T WANT YOU TO DO THAT
BECAUSE THAT'S THE KIND OF THING
BAD GUYS DO.

Sean Carruthers: MM-HMM.

Leo Laporte: AND WE'RE USED
TO HAVING COMPLETE CONTROL OVER
OUR SYSTEM.

IT'S OUR SYSTEM.

WE CAN DO ANYTHING WE WANT.

BUT IN THIS DAY AND AGE, YOU
KNOW, THERE'S ISSUES WITH THAT.

THEY SHOULD GIVE YOU LIKE A
SPECIAL BUTTON, BUT REMEMBER, IF
THEY GAVE YOU A SPECIAL BUTTON,
A BAD GUY WOULD JUST WRITE
SOFTWARE THAT PRESSED THE
SPECIAL BUTTON, SO THAT'S WHY

THEY'RE RELUCTANT TO.

SEAN'S HERE WITH A SHINY.

IT SAYS, "TRUST YOUR INSTINCTS."

WHAT IS THAT?

Sean Carruthers: THIS IS ACTUALLY NOT MY SHINY TODAY, BUT THIS IS A PROBLEM THAT WE HAVE HERE.

[Pop captions up]

Sean Carruthers: WE'VE GOT THIS ON CHRISTMAS, AND WE WANT TO OPEN THIS. WE WANT TO GET INTO IT.

(Plastic rustling)

[Pop captions down]

Sean Carruthers: YES, IT'S GOT ONE OF THOSE BLISTER PACKS THAT HAS BECOME THE BANE OF ALL CONSUMER PACKAGING.

Leo Laporte: WHOEVER INVENTED THE BLISTER PACK, I HOPE THEY'RE JUST, YOU KNOW...

Sean Carruthers: IT'S GREAT FOR MERCHANDISING BUT TERRIBLE FOR THE AVERAGE CONSUMER.

Leo Laporte: I THINK IT'S AN ANTI-SHOPLIFTING IDEA, TOO, RIGHT?

Sean Carruthers: YEAH, THAT AS WELL. SO WE HAVE A PRODUCT HERE CALLED THE ZIBRA OPENIT!

Leo Laporte: THIS WORKS.

Sean Carruthers: IT DOES WORK, BUT --

Leo Laporte: IT LOOKS LIKE PRUNING SHEARS.

Sean Carruthers: YEAH, IT LOOKS LIKE PRUNING SHEARS, BUT

NOTICE ONE THING ABOUT IT?

Leo Laporte: IT COMES IN A
BLISTER PACK.

Sean Carruthers: IT COMES IN A BLISTER PACK.

Leo Laporte: (Laughing)

Sean Carruthers: SO YOU NEED
TO FIGURE OUT A WAY TO GET INTO THIS.
I'VE ACTUALLY JUST SORT OF
RIPPED IT OPEN.

Leo Laporte: (Chuckling)

Sean Carruthers: BUT DUMB, DUMB PACKAGING --

Leo Laporte: NO, THEY SAY THAT.
THEY SAY, "WE KNOW, WE KNOW,"
BUT THEY MADE IT EASY.
YOU SAW THAT YOU WERE ABLE TO DO THAT.
THEY MADE IT EASY SO YOU COULD
DO THAT.

Sean Carruthers: SO, AS YOU
SAY, IT'S LIKE GARDEN SHEARS.

Leo Laporte: LOOK AT THAT!

[Pop captions up]

Sean Carruthers: VERY, YOU KNOW, VERY HEAVY-DUTY.
IT'S GOT A LITTLE SWITCH HERE SO
YOU CAN LOCK IT SO THAT YOU
DON'T CUT YOURSELF BY MISTAKE,
SO WE'RE GONNA --

Leo Laporte: SO IT'S PRETTY SHARP.

Sean Carruthers: WE'RE GONNA
FLIP THIS OPEN, IF WE CAN FIGURE OUT HOW.

[Pop captions down]

Sean Carruthers: VERY SHARP.
NOW WE'LL HAVE YOU CUT OPEN INTO THAT.

Leo Laporte: (Chuckling)

NOW, THE PROBLEM WITH SOMETHING
LIKE THIS IS YOU COULD ALSO CUT
RIGHT INTO THE PRODUCT, SO --

Sean Carruthers: YEAH, THAT IS A DOWNSIDE.

Leo Laporte: YOU PROBABLY WANT TO BE CAREFUL.

(Cutting sound)

Leo Laporte: OH, BUT LOOKIT.

THAT DOES A --

Sean Carruthers: YEAH, THAT'S
GOING RIGHT THROUGH THERE.

Leo Laporte: NOW, IS THIS
BETTER THAN SCISSORS, YOU THINK,
FOR THIS KIND OF THING?

Sean Carruthers: IT'S MORE
DEDICATED TO THIS TASK THAN
SCISSORS ARE.

(Cutting sound)

Sean Carruthers: IT WILL DULL
YOUR SCISSORS IF YOU USE IT --

Leo Laporte: THAT'S TRUE.

Sean Carruthers: SO YOU DON'T
WANT TO DO THAT.

THIS COSTS ABOUT \$11, SO IT'S
FAIRLY CHEAP.

YOU DON'T HAVE TO, YOU KNOW,
EXPEND YOUR SCISSORS --

Leo Laporte: SEE, BUT NOW,
SEE, I WAS CLEVER.

I WENT ALONG THE SIDE, AND NOW I
CAN JUST --

I HAVEN'T REALLY DESTROYED THE
PACKAGING.

I CAN JUST GET INTO IT.

Sean Carruthers: SO IT DOES
REQUIRE A BIT OF TECHNIQUE.

Leo Laporte: IT ALSO HAS A
LITTLE THING IN THE BOTTOM HERE,
A LITTLE SCREWDRIVER FOR
REMOVING BATTERIES.

Sean Carruthers: YEAH, YOU FLIP THAT OUT --

Leo Laporte: BECAUSE A LOT
OF, A LOT OF KIDS' TOYS NOW, YOU
HAVE TO HAVE A SCREWDRIVER TO
GET THE BATTERY OUT.

Sean Carruthers: YEAH, AND IT
DOES HAVE A RETRACTABLE KNIFE AS
WELL IN HERE, SO...

Leo Laporte: OH, GOOD LORD!

Sean Carruthers: YES, IT'S A BIT DANGEROUS.

Leo Laporte: DON'T TRY TO
TAKE THIS ON AN AIRPLANE.
THAT'S ALL I CAN SAY.

[Pop captions up]

Sean Carruthers: NO, DEFINITELY NOT.

Leo Laporte: \$11, \$12, THE
ZIBRA OPENIT, I THINK A GREAT SHINY.
WHAT ARE THE PROS AND CONS?

Sean Carruthers: WELL, IT
DOES HAVE EVERYTHING YOU NEED
FOR OPENING PACKAGES, INCLUDING
THE BATTERY COMPARTMENT, AS YOU
NOTED, SO THAT'S A GOOD THING.
DOWNSIDES IS IT DOES COME IN A
BLISTER PACK, SO YOU HAVE TO
FIGURE OUT HOW TO GET INTO THAT
TO BEGIN, AND THE KNIFE DOES

AUTO-RETRACT SO YOU CAN'T KEEP
IT OPEN.

I MEAN THAT'S A GOOD THING AS
WELL, RIGHT?

Leo Laporte: YEAH, SAFETY FIRST.

Sean Carruthers: YOU WON'T
GRAB IT AND CUT YOURSELF ON THE KNIFE.

Leo Laporte: DO KEEP THIS OUT
OF THE HANDS OF KIDS BECAUSE THIS IS --

[Pop captions down]

Leo Laporte: THESE ARE VERY, VERY SHARP.

Sean Carruthers: YEAH,
DEFINITELY KEEP IT LOCKED BETWEEN USES.

Leo Laporte: A MUST-HAVE.
IF YOU'VE GOT BLISTER PACKS, YOU
NEED THE ZIBRA OPENIT!

[Pop captions up]

Leo Laporte: I'M HEARING
REALLY GOOD THINGS ABOUT THAT.

THANK YOU, SEAN!

ALL RIGHT, WE'RE GONNA TAKE A
BREAK AND COME BACK WITH
MERLIN MANN IN JUST A LITTLE
BIT, OUR PRODUCTIVITY EXPERT.
HE'S GONNA TELL YOU HOW TO TAME
YOUR E-MAIL.

YOU STAY RIGHT HERE.

(Cutting sound)

Leo Laporte: (Chuckling)

OH, FIRST IT'S TIME FOR OUR TECH
QUIZ, OUR QUESTION OF THE DAY.
WHAT DOES OLED STAND FOR?
IS IT ONLINE LOW-ENERGY DISPLAY,

OPTICALLY-LIMITED ELECTRONIC
DISPLAY, ORGANIC LIGHT-EMITTING
DIODE, OR OVERHYPED LAVISHLY
EXPENSIVE DISPLAY?

(Funky digital music
and singer vocalizing)

Leo Laporte: WELL, THE NEW
SONY LED WAS, WHAT, 25 HUNDRED BUCKS?
I THINK THAT MIGHT BE RIGHT.
TELL YOU WHAT.
WE'LL FIND OUT WHEN "THE LAB" CONTINUES.
STAY RIGHT HERE.

[MUSIC]

[Pop captions down]

COMMERCIAL

(Theme music playing)

Leo Laporte: WELCOME BACK TO THE LAB."
LADIES AND GENTLEMEN, HERE HE
IS, THE LOVELY, THE TALENTED,
THE ORIGINAL MERLIN MANN FROM 43folders.com.
HEY, MERLIN!

Merlin Mann: HOW'S IT GOIN', LEO?

Leo Laporte: IT'S GREAT.
NOW WAIT A MINUTE, NOW WAIT A MINUTE.

[Pop captions up]

Leo Laporte: WHENEVER I TALK
TO ANYBODY ON SKYPE, I ALWAYS
LIKE TO TAKE A LITTLE TOUR OF
THEIR FACILITY, AND I SEE BEHIND
YOU SOME ACTION FIGURES OVER
YOUR RIGHT SHOULDER THERE.

Merlin Mann: OH, IS THAT RIGHT?

Leo Laporte: YEAH, WHO ARE --

WHO ARE THOSE ACTION FIGURES?

Merlin Mann: OH, LET ME HELP
YOU IDENTIFY THIS.

[Pop captions down]

Merlin Mann: THIS IS, UH...
THIS IS A COUPLE PIECES FROM MY COLLECTION.
AS A PRODUCTIVITY GURU, I LIKE
TO KEEP A COUPLE CHARACTERS FROM
"THE BIG LEBOWSKI" NEARBY.

Leo Laporte: (Laughing)
IT'S JOHN GOODMAN ON THE LEFT,
AND IT'S JEFF BRIDGES ON THE RIGHT.
IT'S THE DUDE, MAN!
THOSE ARE HYSTERICAL.

Merlin Mann: "AM I WRONG? AM I WRONG?"

Leo Laporte: (Laughing)

Merlin Mann: "NO, WALTER, YOU'RE NOT WRONG.
YOU'RE JUST --"

Leo Laporte: "I CAN GET YOU A TOW, DUDE!"

Merlin Mann: (Laughing)

Leo Laporte: ALL RIGHT, LET'S --
LET'S NOT START THIS, BUT THERE
IS APPARENTLY A LARGE CULT
AROUND "THE BIG LEBOWSKI"
FILM, AND --
BUT I DIDN'T KNOW THERE WERE
ACTION FIGURES.
LOOK AT THAT.
THAT'S GREAT.
THAT'S --
I AM JEALOUS, I AM JEALOUS.
I DIDN'T KNOW THEY MADE THOSE.
I'M STOKED.

SO WE'RE GONNA TALK ABOUT E-MAIL.

NOW, I'M JUST LOOKING AT MY INBOX HERE.

I HAVE 3,968 MESSAGES IN MY

INBOX OF WHICH 3,200 --

(Laughing)

3,207 ARE UNREAD!

SO I'M NOT DOING TOO WELL ON MY INBOX.

PERHAPS YOU CAN HELP ME, PROFESSOR.

Merlin Mann: YEAH, THIS IS --

THIS IS NOT GOOD.

THIS IS THE PROBLEM.

Leo Laporte: (Chuckles)

[Pop captions up]

Merlin Mann: IT'S THE LIVING

IN YOUR INBOX THAT IS KILLING

YOU, AND I MEAN THERE'S ALL

KINDS OF ADVICE FOR WHAT YOU CAN

DO TO TRY AND WE KNOW THAT

DOWN, BUT I THINK ONE OF THE

BEST THINGS YOU CAN DO IS JUST

KIND OF NOT LET E-MAIL KIND OF

RUN YOUR LIFE AND NOT SPEND ALL

YOUR TIME JUST SITTING IN THE

INBOX, CHURNING AND SPINNING AND

WORRYING AND SWEATING.

[Pop captions down]

Leo Laporte: (Sighs)

IT DOES RUN MY LIFE, AND WHEN I

LOOK AT NUMBERS LIKE THIS,

FRANKLY I JUST --

I GIVE UP.

I THROW UP MY HANDS.

I SAY, "OKAY, FINE."

I DO WHAT PROFESSOR LARRY LESSIG
OF STANFORD DID.

I DECLARE E-MAIL BANKRUPTCY, AND
I ERASE EVERYTHING AND START
OVER, BUT THEN A FEW MONTHS
LATER, IT'S BACK TO 4,000 MESSAGES.

Merlin Mann: IT'S TRUE.

AND I COULD TELL YOU ABOUT THE
NUMBER OF PEOPLE WHO CONTACT ME
EVERY DAY, SAYING, "COULD YOU
GET THIS E-MAIL TO LEO?"

I CAN TELL YOU THAT --

(Indiscernible)

Leo Laporte: (Chuckling)

THAT'S MY NEW THING.

I MAKE PEOPLE E-MAIL MY FRIENDS.

(Both laughing)

Merlin Mann: NO, IT'S TRUE.

I MEAN IT'S GETTING HARDER AND
HARDER FOR EVERYBODY, AND I
THINK THERE'S A COUPLE DIFFERENT
APPROACHES THAT PEOPLE TAKE JUST
TO KIND OF TRY AND FEEL LIKE
THEY'RE KEEPING UP, AND I THINK
MAYBE THE MOST COMMON APPROACH
IS TO JUST KIND OF LEAVE E-MAIL
OPEN ALL DAY AND HAVE THOSE
NOTIFICATIONS ON AND HAVE THAT
LITTLE, YOU KNOW, NOISE BLINKING
AND BEEPING AT YOU ALL THE TIME --

Leo Laporte: YEAH.

Merlin Mann: SO YOU DON'T
REALLY EVER DO ANYTHING BUT KIND

OF, KIND OF HALFWAY E-MAIL ALL
THE TIME.

Leo Laporte: YEAH, THAT'S WHAT I DO.

IT'S ALWAYS RUNNING.

I CHECK IT ALL THE TIME, AND BUT

THE THING IS I CAN'T REALLY

PROCESS IT BECAUSE I'M DOING

OTHER STUFF, AND IT'S JUST --

IT'S JUST FRANKLY A DISTRACTION

TO NO REAL PURPOSE.

Merlin Mann: WELL, LET ME GIVE YOU --

LET ME GIVE YOU A QUICK TEST.

SO, OKAY, YOU READY?

NOW, ARE YOU LISTENING?

Leo Laporte: I'M LISTENING.

Merlin Mann: OKAY, "DING!"

Leo Laporte: YEAH?

OH, WAIT, WAIT, I'VE GOT SOME E-MAIL.

Merlin Mann: OKAY, SO WHEN

YOU HEARD THAT SOUND, WHO WAS

THAT E-MAIL FROM?

Leo Laporte: (Chuckling)

IN THIS CASE, IT'S A SECOND

REQUEST FOR AN IRS 1099 FROM TALKSHOE.

Merlin Mann: YEAH, NICE, NICE.

NOW, SEE THE PROBLEM, IN MY

EXPERIENCE, WITH JUST HEARING

"DING" IS THAT YOU HAVE NO IDEA

WHO THAT "DING" IS ASSOCIATED WITH.

NOW, THAT "DING" COULD BE

SOMEBODY ON FACEBOOK SENDING YOU

A VAMPIRE.

Leo Laporte: IT COULD BE.

I GET A LOT OF BITES.

Merlin Mann: IT COULD BE A ROCK STAR --

Leo Laporte: YEAH?

Merlin Mann: WHO WANTS YOU TO
COME FLY OUT AND SPEND THE
WEEKEND WITH THEM IN MONTREUX.

Leo Laporte: YES.

Merlin Mann: IT COULD BE THE
PERSON WHO SIGNS YOUR
PAYCHEQUES, AND THE PROBLEM IS
THAT THERE'S NO WAY TO DIFFERENTIATE --

Leo Laporte: SOME OF THOSE ARE IMPORTANT!

Merlin Mann: TO THE AVERAGE USER, THAT "DING" --

Leo Laporte: RIGHT.

Merlin Mann: COULD JUST BE A
PIECE OF SPAM, AND AS LONG AS WE
LET THE "DING" DECIDE WHEN OUR
ATTENTION GOES SOMEWHERE BESIDES
WHERE IT IS, WE'RE GONNA LOSE.

Leo Laporte: SO, WHAT, DO I
HAVE A SPECIAL SOUND FOR MY BOSS?

Merlin Mann: (Laughing)

IT'S FUNNY YOU SHOULD SAY THAT.
I THINK A LOT OF MAC USERS SAY,
"OH, I USE GROWL SO I CAN TELL
WHEN IT'S FACEBOOK."

Leo Laporte: (Laughing)

(Growling)

Merlin Mann: LIKE THAT'S A BIG IMPROVEMENT.
THE BEST THING THAT YOU CAN DO
IS TO REALLY TRY AND SET ASIDE A
LITTLE BIT OF TIME THROUGHOUT
THE DAY IN KIND OF REPEATING

PERIODS FOR WHEN YOU'RE GONNA DO
E-MAIL AND WHEN YOU'RE GONNA
REALLY CONCENTRATE ON E-MAIL.

Leo Laporte: SO TURN OFF THE
"NEW MAIL" SOUND AND NOT LISTEN
FOR THAT "DING," BUT INSTEAD --
SO I'M GONNA GO TO "NONE" FOR MY
"NEW MAIL" SOUND AND JUST --
AND JUST CHECK IT.
HAVE LIKE A --
LIKE EVERY THREE HOURS OR SOMETHING.

Merlin Mann: YOU KNOW WHAT I
WOULD SAY?
IF YOU CAN DO IT, I THINK --
YOU KNOW, I'M COUNSELLING PEOPLE
TO, SAY, TRY AND CHECK YOUR E-MAIL --
IF YOU CAN MANAGE, TRY AND CHECK
IT MAYBE EVERY HOUR OR SO.

Leo Laporte: OKAY.

Merlin Mann: BUT IF YOU CAN
STAND IT, TRY TO NOT HAVE IT
CHECK AUTOMATICALLY AT ALL
BECAUSE THE POINT IS, IF YOU'RE
LIKE ME, LEO, LEO, ARE YOU EVER
DISTRACTED?

Leo Laporte: (Sighs)

WHAT?

OH, I'M SORRY.

I WASN'T LISTENING.

Merlin Mann: I'M SORRY.

I THOUGHT THAT I SAW A (Unclear)
GO BY.

Leo Laporte: (Laughing)

YES, I'M EXTREMELY EASILY DISTRACTED!

Merlin Mann: WELL, THAT'S THE PROBLEM.

Leo Laporte: YES!

Merlin Mann: SO THE TROUBLE
IS THEN WE END UP HAVING TO RUN,
RUN AWAY AND TAKE CARE OF THIS,
WHATEVER COMES UP.

NOW, THAT SHOULD BE A DECISION
THAT WE CHOOSE TO MAKE.

Leo Laporte: SO THIS IS GREAT.
SO NOT ONLY TURN OFF THE
"NEW MAIL" SOUND, BUT DON'T EVEN
HAVE YOUR E-MAIL CLIENT CHECK
FOR MAIL UNTIL YOU EXPLICITLY
ASK IT TO DO SO.

Merlin Mann: THAT'S RIGHT.
I WOULD EVEN SAY, YOU KNOW, IF
YOU HAVE TO CHECK YOUR E-MAIL
EVERY TWO MINUTES, STILL DO IT MANUALLY.
DON'T DO IT AUTOMATICALLY
BECAUSE THEN AT LEAST IT'S AN
OVERT GESTURE.

SURE, IT CAN KIND OF TURN INTO A
LITTLE PICK THAT YOU'RE KIND OF
AUTOMATICALLY DOING ALL THE
TIME, BUT MAKE IT SOMETHING
WHERE YOU'RE MAKING A VERY
MINDFUL, CONSCIOUS DECISION TO
SAY, "THIS IS HOW OFTEN I'M
GONNA DEAL WITH THIS."

Leo Laporte: SO I'M GONNA SET
THIS TO CHECK MANUALLY.
NOW, I'M IN APPLE MAIL, BUT, OF

COURSE, OUTLOOK, OUTLOOK
EXPRESS, WINDOWS LIVE MAIL, YOU
KNOW, EUDORA, THEY ALL ALLOW YOU
TO SET THESE, "NEW MAIL SOUNDS"
TO "NONE" AND CHECK MAIL MANUALLY.
I LIKE THAT.

Merlin Mann: I THINK IT'S A
GOOD IDEA BECAUSE IF YOU LET
YOURSELF KIND OF JUST SIT THERE
IN THAT INBOX ALL DAY LONG,
YOU'RE NEVER GONNA DO ANYTHING ELSE.

Leo Laporte: YEAH.

Merlin Mann: I MEAN YOU
WOULDN'T JUST KIND OF SIT
OUTSIDE YOUR HOUSE AND WAIT FOR
YOUR MAIL TO ARRIVE 24 HOURS A DAY.
THERE'S CERTAIN TIMES YOU'RE
GONNA SET ASIDE TO SAY, "I'M
GONNA GO CHECK MY MAIL."

Leo Laporte: I ACTUALLY
SOMETIMES WILL CHECK MY MAILBOX
OUTSIDE THREE OR FOUR TIMES A DAY.
I LIKE MAIL!

Merlin Mann: OH, REALLY?
ARE YOU WAITING ON SOMETHING IN PARTICULAR?

Leo Laporte: NO, I JUST LIKE TO CHECK.

(Laughing)

Merlin Mann: I THINK IT'S
PROBABLY THAT 1099 YOU JUST SENT IN.
DID I SEND YOU AN E-MAIL ABOUT THAT?

Leo Laporte: YEAH, I BETTER HURRY UP ON THAT.

(Laughing)

OOPSIE, TAX TIME IS COMING. SO THAT'S --

THIS IS ALL REALLY GOOD, AND I GUESS --
I'M GETTING THAT THE UNDERLYING
THING IS THAT I'M IN CHARGE OF THE MAIL.
I CAN'T LET THE MAIL BE KIND OF
CONSTANTLY PESTERING ME.

Merlin Mann: YOU KNOW, YOU
KNOW, LEO, I THINK IT'S TRUE,
AND I THINK IT'S TRUE ABOUT
PRETTY MUCH EVERYTHING WE DO.

[Pop captions up]

Merlin Mann: IF WE WANT TO
SPEND TIME MESSING AROUND ON
FACEBOOK, IF WE WANT TO SPEND
TIME WORKING ON E-MAIL, I THINK
WE SHOULD DO IT IN A VERY
MINDFUL WAY AND SAY, "THIS IS
SOMETHING I KNOW I'M DOING."
IT'S NOT SOMETHING THAT I'M
ALLOWING, THAT I'M SORT OF
CEDING MY ATTENTION TO
ACCIDENTALLY AND LETTING IT TAKE OVER.

Leo Laporte: RIGHT.

I THINK YOU'RE --

[Pop captions down]

Leo Laporte: I THINK THIS IS KEY IS MINDFULNESS.
MERLIN IS THE EXPERT ON PRODUCTIVITY.
HIS WEBSITE, 43 FOLDERS --

[Pop captions up]

Leo Laporte: IN FACT, LET ME
PULL IT UP HERE BECAUSE I JUST --
I JUST LOVE THIS.
WELL, I CAN'T.
MY MACHINE --

MY MACHINE'S GETTING MY MAIL RIGHT NOW.

I'M SORRY.

UH, BUT 43folders.com IS THE PLACE TO GO.

(Laughing)

[Pop captions down]

Leo Laporte: "YOU GOT A TOW?

I CAN GET YOU A TOW, DUDE!"

(Laughing)

43folders.com, AND THE NUMBER

FIVE I-V-E-S DOT COM FOR HIS

HUMOUR SITE, AND YOU ALSO CAN

HEAR HIM EVERY WEEK ON "MACBREAK WEEKLY."

DADDY MERLIN, MERLIN D. MANN,

THANK YOU SO MUCH.

(Funky digital music)

Merlin Mann: THANKS, LEO.

Leo Laporte: HAVE A GREAT DAY.

[Pop captions up]

Leo Laporte: WE'LL TAKE MORE

OF YOUR CALLS AS "THE LAB"

CONTINUES RIGHT AFTER THIS.

STAY RIGHT HERE.

[MUSIC]

[Pop captions down]

COMMERCIAL

(Theme music playing)

Kate Abraham: HEY, WELCOME

BACK TO "THE LAB WITH LEO."

I'M KATE ABRAHAM, AND I'VE GOT A

GREAT TIP FOR ANYBODY OUT THERE

WHO'S AGONIZING ABOUT THEIR NEXT VACATION.

BEACH, ISLAND, MOUNTAIN, WHERE

DO YOU GO?

worldreviewer.com IS A FANTASTIC
SITE THAT'S GONNA HELP YOU OUT.

[Pop captions up]

Kate Abraham: AND WHAT IT IS,
IT'S A LITERAL SITE THAT'S VERY,
VERY BEAUTIFUL.

THE IDEA IS YOU CAN ACTUALLY --
YOU LOOK AT WHAT YOU WANT TO DO
WITH THE RIGHT HOLIDAY CHOICES.
SO IF I NEED INSPIRATION, I CAN
CLICK THROUGH AND SAY, "OKAY,
WHERE HAVE OTHER PEOPLE BEEN?"
IT'S USER-GENERATED.

[Pop captions down]

Kate Abraham: YOU CAN UPLOAD
YOUR OWN PHOTOGRAPHS.

I CAN CHECK IT OUT WITH REGARDS
TO THIS MAP HERE, SO, FOR
INSTANCE, MACHU PICCHU OR THE
GREAT BARRIER REEF.
THEN WHAT YOU CAN DO IS YOU CAN
WORK OUT WHAT KIND OF EXPERIENCE
YOU WANT, SO, FOR INSTANCE, IF
IT'S CULTURAL, OR IF I WANT TO
GO SOMEWHERE WITH GARDENS, THEN
I CAN CLICK THROUGH AND LOOK AT
WHERE THE BEST PLACE TO GO WITH
GARDENS ARE.

AND THE COOL THING IS AS WELL IS
YOU CAN UPLOAD YOUR PHOTOGRAPHS
OF YOUR TRIP AND REVIEW YOUR
TRIP AS WELL.

Leo Laporte: MORE AND MORE, I

THINK THAT'S ONE OF THE REAL
POWERFUL THINGS ON THE NET, AND
MORE AND MORE I'M DOING THIS IS
LOOKING AT USER REVIEWS.

Kate Abraham: YES.

Leo Laporte: NOW, AS SOMEBODY
WHO USED TO REVIEW SOFTWARE,
IT'S KIND OF, KIND OF DEPRESSING
BECAUSE IT USED TO BE THAT WE
WERE THE EXPERTS, RIGHT?
BUT NOWADAYS YOU WANT TO KIND OF
GO TO SOMEBODY WHO'S BEEN TO
THESE PLACES --

Kate Abraham: ABSOLUTELY.

Leo Laporte: LIKE A REGULAR
PERSON OR HAS USED SOFTWARE LIKE
A REGULAR PERSON, AND SO USER
REVIEWS ARE GREAT!

Kate Abraham: YEAH, IT'S VERY TANGIBLE NOW.
YOU ACTUALLY --

Leo Laporte: YEAH!

Kate Abraham: YOU UNDERSTAND
LIKE BASICALLY THESE PEOPLE WANT
TO GO AND EXPERIENCE THE SAME THING.

Leo Laporte: I DON'T --
I WILL NOT GO SOMEWHERE OR STAY
IN A HOTEL UNLESS I'VE AT LEAST
READ THE REVIEWS ON
TRIP ADVISOR, AND NOW I'M GONNA
HAVE TO ADD THIS ONE.

Kate Abraham: YEAH, IT'S worldreviewer.com.

Leo Laporte: THAT'S GREAT.
THANK YOU, KATE.

Kate Abraham: THANK YOU.

Leo Laporte: LET'S GET
ANOTHER CALLER ON THE AIR.

Kate Abraham: OKAY, WE ARE
GOING TO CALGARY, ALBERTA, AND
WE HAVE MARK.

Leo Laporte: ALL RIGHT.
THANK YOU, KATE.

HI, MARK!

Mark: HELLO. HOW ARE YA?

Leo Laporte: I'M VERY WELL.
HOW ARE YOU?

Mark: NOT TOO BAD, A LITTLE COLD.

Leo Laporte: YEAH, WELL, YOU
KNOW, IT'S, UH, WINTER!

Mark: THAT'S RIGHT.

Leo Laporte: THAT'S WHAT I HEAR ANYWAY.
THAT'S WHAT THEY TELL ME.

[Pop captions up]

Leo Laporte: WHAT CAN I DO FOR YOU TODAY?
IT'S ACTUALLY SUMMER DOWN UNDER,
AND ALL OUR FRIENDS IN AUSTRALIA
ARE SAYING, "HA-HA!"
SO WHAT CAN I DO FOR YOU, MARK?

Mark: ALL RIGHT, WELL, MY
QUESTION WAS BASICALLY ABOUT
SOME DRM-FREE MUSIC.

Leo Laporte: OKAY.

Mark: I WAS TRYING TO
PURCHASE SONGS AND WENT TO
iTUNES, AND THEY'VE GOT A REALLY
LIMITED SELECTION --

[Pop captions down]

Leo Laporte: YES.

Mark: OF DRM-FREE.

Leo Laporte: YEAH, IN FACT, I
THINK THEIR DEAL IS ONLY WITH EMI.

Mark: THAT'S RIGHT, YEAH.

Leo Laporte: YEAH.

Mark: YEAH.

SO I HEARD YOU TALKING A LOT
ABOUT AMAZON.

Leo Laporte: I LOVE AMAZON.

Mark: I WENT TO amazon.com,
AND IT WAS ACTUALLY CHEAPER FOR
THE SONG I WANTED.

Leo Laporte: IT'S CHEAPER,
AND THEY HAVE MANY MORE TITLES.

Mark: ABSOLUTELY.

THEY HAD TONS.

Leo Laporte: YEAH.

Mark: THE PROBLEM WAS I HAD
TO PROVIDE AN AMERICAN BILLING
ADDRESS FOR MY CREDIT CARD, AND
THEY DIDN'T MATCH --

Leo Laporte: VERY FRUSTRATING, ISN'T IT?

Mark: VERY FRUSTRATING.

SO I LOOKED AT A COUPLE OF OTHER
PLACES, LIKE eMUSIC.

Leo Laporte: eMUSIC IS GREAT.

Mark: THEY DIDN'T HAVE MUCH OF A SELECTION.

Leo Laporte: NO.

Mark: NO, SO I'M WONDERING IF
YOU HAVE ANY SUGGESTIONS.

Leo Laporte: SO HERE'S WHAT'S HAPPENING.

[Pop captions up]

Leo Laporte: BY THE WAY,
AMAZON HAS ANNOUNCED THAT
THEY'RE GONNA GO GLOBAL, AND
2008'S GONNA BE THEIR YEAR TO GO GLOBAL.
I WOULD IMAGINE, JUST AS WITH
iTUNES, THE CANADIAN MARKET WILL BE NEXT.

[Pop captions down]

Leo Laporte: BUT YOU SAW THIS
HAPPEN WITH iTUNES.
YOU KNOW, FIRST THE STATES GOT
IT, THEN CANADA GETS IT, YOU
KNOW, AND THAT'S --
YOU KNOW, OR AUSTRALIA OR THE
REST OF THE WORLD, AND IT'S
REALLY NOT --
I MEAN APPLE OR AMAZON WOULD
LOVE TO SELL TO EVERYBODY.
THEY DON'T WANT TO LIMIT IT.
IT'S THE RECORD COMPANIES.
THE RECORD COMPANIES ARE VERY
HESITANT, AND AMAZON HAS TO DO A
DEAL WITH THE RECORD COMPANIES
IN AUSTRALIA BEFORE THEY CAN DO
THIS IN AUSTRALIA.
IT'S NOT LIKE YOU CAN MAKE ONE
GLOBAL DEAL.
HERE'S THE INTERESTING THING
THAT'S HAPPENED, THOUGH.
I THINK THE RECORD COMPANIES
FINALLY GET IT.
THEY'RE FINALLY SAYING, "OH,
PEOPLE DON'T WANT COPY
PROTECTION, "BUT..."

AND SO EVERY RECORD COMPANY NOW,
EVERY RECORD COMPANY -- SONY BMG
WAS THE LAST --

(Coughing)

IS NOW OFFERING THE MAJORITY OF
THEIR STUFF IN COPY PROTECTION
FREE FORM OF SOME KIND OF
ANOTHER ONLINE, BUT THEY AREN'T
DOING THE DEAL WITH iTUNES, AND
THE REASON IS iTUNES IS TOO POWERFUL.
AT THIS POINT, SONY'S SAYING,
"WELL, iTUNES IS CALLING THE SHOTS HERE.
THEY'RE THE NUMBER THREE
RETAILER IN THE U.S. OF ALL
MUSIC, NUMBER ONE ONLINE OF ALL MUSIC.
WE'VE GOTTA CUT STEVE JOBS DOWN TO SIZE."
SO THEY'RE GOING TO OTHER PLACES
TO MAKE THESE DEALS FOR
COPY PROTECTION FREE MUSIC, AND
AMAZON IS KIND OF THE CHIEF
BENEFACTOR HERE.
THE NICE THING ABOUT THIS IS YOU
BUY THESE SONGS.
THEY WILL RUN ON ANYTHING.
YOU DON'T HAVE TO PUT THEM ON AN
iPOD OR A ZUNE OR --
I MEAN THEY'LL RUN ON ANYTHING.
THEY'RE MOSTLY HIGHER QUALITY,
AND AS YOU SAY, THEY'RE MOSTLY
INEXPENSIVE, AND I'LL TELL YOU,
PICK A BAND, YOU KNOW.
I MEAN IT'S --
LET'S SEE -- SOULJA BOY.

(Keyboard clacking)

Leo Laporte: LET'S SEE IF SOULJA BOY'S ON HERE.

I MEAN YOU CAN'T --

[Pop captions up]

Leo Laporte: IT'S HARD TO

FIND A BAND THAT'S NOT ON HERE.

YEP, SOULJA BOY, LOOK AT ALL THAT.

AND AS YOU POINT OUT, IT'S LESS EXPENSIVE.

MANY OF THE SONGS ARE 89 CENTS,

NOT 99 CENTS.

[Pop captions down]

Leo Laporte: LOOK AT ALL

THESE, AND THESE ARE ALL FREE OF

COPY PROTECTION.

NOW, NOT EVERY ALBUM'S ON HERE.

\$7.99, \$7.99 FOR BOY TELL EM, FOR --

THAT'S THE WHOLE CD.

SO NOT ALL CD'S ARE ON HERE, BUT

IT'S A MUCH BETTER SELECTION

THAN ALMOST ANYWHERE ELSE.

THE PROBLEM WITH SITES LIKE

eMUSIC, AND I LOVE eMUSIC,

emusic.com, IS THAT THEY'RE

PRETTY MUCH NOT DEALING WITH --

THEY'RE NOT DEALING WITH THE LABELS.

[Pop captions up]

Leo Laporte: THEY'RE DEALING

WITH INDEPENDENT ARTISTS, SO

THERE'S LOTS OF GREAT MUSIC ON

HERE, BUT IT'S NOT GONNA BE

STUFF YOU'RE HEARING ON THE

RADIO OR YOU MIGHT'VE HEARD OF.

2.8 MILLION SONGS, PRICE IS

RIGHT, COPY PROTECTION FREE, BUT
THEY'RE ARTISTS THAT YOU
PROBABLY AREN'T FAMILIAR WITH.

[Pop captions down]

Leo Laporte: ON THE OTHER
HAND, THIS IS A GREAT WAY TO GET
TO KNOW THEM.
PURETRACKS, WHICH IS THE
CANADIAN KIND OF iTUNES -- IT
WAS THE FIRST TO SELL MUSIC --
HAS ALSO ANNOUNCED THAT THEY'RE
GOING DRM-FREE.
I CERTAINLY WOULD CHECK PURETRACKS.
I WOULDN'T BUY --
AT THIS POINT, BECAUSE WE'RE
MOVING TOWARDS COPY PROTECTION
FREE, I'M VERY HESITANT TO BUY A
COPY-PROTECTED SONG, WHETHER
IT'S FROM iTUNES OR PURETRACKS
OR ANYBODY.

[Pop captions up]

Leo Laporte: I AM NOW SAYING,
YOU KNOW, KIND OF MAKING A KIND
OF INTENTIONAL EFFORT TO ONLY
BUY COPY PROTECTION FREE MUSIC.
THE GOOD NEWS ABOUT PURETRACKS
IS THEY HAVE MANY, MANY MORE
ARTISTS, AND THEY'RE DOING --
AND 192-KILOBIT MP3'S, BUT
THEY'RE JUST NOT OFFERING EVERYTHING.

[Pop captions down]

Leo Laporte: SO BUT, YOU
KNOW, IF YOU DO A LITTLE

SEARCHING AROUND, YOU CAN
PROBABLY FIND THEM.
I THINK WHAT'S REALLY HAPPENING
IS ARTISTS ARE REALIZING, "BOY, IF WE --"
WHO ARE ON LABELS, "IF WE DON'T
OFFER THESE WITHOUT COPY
PROTECTION, PEOPLE CAN ALWAYS
JUST DOWNLOAD THEM FOR FREE."

(Funky digital music)

Leo Laporte: YOU KNOW?

"WE HAVE TO OFFER THEM WITHOUT
COPY PROTECTION.
THAT'S THE ONLY WAY WE'RE GONNA
BE ABLE TO CONTINUE."

SO IT'S JUST A MATTER OF TIME.

WATCH FOR AMAZON.

TO ME, AMAZON IS THE ONE.

I MEAN THEY NEEDED TO DO SOME
WORK ON --

YOU KNOW, IT'S STILL MORE OF A
WEBSITE THAN iTUNES IS.

YOU KNOW, IT DOESN'T HAVE THAT
GREAT USER INTERFACE, BUT, BOY,
THEY'VE GOT EVERYTHING THERE,
AND I LOVE THE QUALITY, AND IT'S
VERY EASY TO BUY THERE, WAY TOO
EASY, I'M SORRY TO SAY.

HEY, THANKS FOR THE CALL.

I APPRECIATE IT, MARK.

Mark: THANKS A LOT, LEO.

Leo Laporte: ALL RIGHT.

WE'RE GONNA WANDER OVER HERE AND
TAKE A LOOK AT OUR FREE FILE OF THE DAY.

RYAN YEWELL HAS A JEWEL.

Ryan Yewell: I DO!

Leo Laporte: MR. YEWELL?

Ryan Yewell: WELL, PREVIOUSLY
I TALKED ABOUT A FREE FILE
CALLED IKEA HOME PLANNER --

Leo Laporte: (Chuckling)
YEAH.

Ryan Yewell: AND I MENTIONED
HOW YOU COULD MAYBE KIND OF
CHEAT IT A BIT TO DESIGN YOUR OWN HOME.

Leo Laporte: YEAH.

Ryan Yewell: WELL, THAT WAS KIND OF A HACK.

Leo Laporte: THAT'S A HACK.

Ryan Yewell: THAT'S A HACK.

[Pop captions up]

Ryan Yewell: SO THIS IS ACTUALLY FOR MAC, WINDOWS AND
LINUX.

IT'S CALLED SWEET HOME 3D, AND
IT ACTUALLY LETS YOU CREATE THE
DIMENSIONS OF YOUR WALLS, INSERT OBJECTS.

[Pop captions down]

Leo Laporte: IT DOESN'T HAVE
TO BE AN IKEA PRODUCT.

Ryan Yewell: IT DOESN'T HAVE
TO BE AN IKEA PRODUCT.

[Pop captions up]

Ryan Yewell: THERE'S NOT A
PRICE LIST, BECAUSE IT'S FREE,
AND SO RIGHT HERE, WHAT I'VE
DONE IS I'VE JUST DESIGNED A
SMALL LITTLE ROOM, AND IT'S GOT
THIS REALTIME 3D VIEWER --

[Pop captions down]

Leo Laporte: WOW, THAT'S AMAZING.

Ryan Yewell: WHERE YOU CAN
ACTUALLY LIKE WALK THROUGH AND
JUST KIND OF SEE WHAT THINGS LOOK LIKE.
AND, FOR INSTANCE, THIS COUCH
RIGHT HERE, EVERYTHING YOU CAN CHANGE.
SO LET'S MAKE THE COUCH A LOT HIGHER.
LET'S MAKE IT LIKE TWICE THE SIZE HERE.
LET'S MAKE THIS LIKE ONE, ONE --

Leo Laporte: I THINK A
HIGH-BACKED COUCH WOULD BE A
GOOD THING TO HAVE.

Ryan Yewell: THERE YOU GO!

Leo Laporte: THERE YOU GO!

Ryan Yewell: SO, AND YOU CAN ACTUALLY --
IT'S REALLY SIMPLE, LIKE RIGHT
HERE I'VE GOT THE WALLS SET, AND
I CAN JUST GO IN.
YOU CAN JUST START DRAWING WALLS.

Leo Laporte: OH, SO IF YOU
MEASURE THE DIMENSIONS OF THE
ROOM, YOU CAN --

Ryan Yewell: YOU CAN MAKE --

Leo Laporte: IT'S SO EASY TO MAKE.
LOOK AT THAT!

Ryan Yewell: YOU CAN SET IT FEET.
YOU CAN SET IT CENTIMETRES.
YOU CAN EVEN IMPORT OBJECTS SO
IT SUPPORTS LIKE 3D STUDIO, IF
YOU WANT TO IMPORT OBJECTS.

Leo Laporte: THAT'S AMAZING.

Ryan Yewell: IT EVEN SAYS

THAT YOU DON'T HAVE TO MAKE YOUR OWN.
YOU CAN ACTUALLY GO TO A
WEBSITE -- THEY GIVE YOU A
LINK -- AND THEY ACTUALLY CAN IMPORT.
YOU KNOW, ONCE THEY, PEOPLE HAVE
DESIGNED THEIR OWN FURNITURE,
YOU CAN IMPORT IN HERE, SO --

Leo Laporte: WOW!

Ryan Yewell: YEAH.

Leo Laporte: DID SOMEBODY
SEND YOU AN E-MAIL WHEN YOU DID
THE IKEA THING, OR HOW DID YOU FIND THIS?

Ryan Yewell: THIS IS ON sourceforge.net.

Leo Laporte: AH, YEAH, IT'S OPEN SOURCE.

Ryan Yewell: IT'S OPEN
SOURCE, SO IT'S AWESOME, SO --

Leo Laporte: THIS IS THE ONE.

Ryan Yewell: YEAH, YOU KNOW, THIS IS --
IF YOU WANT TO BUY IKEA, GO WITH
THAT, BUT IF YOU WANT TO DESIGN
YOUR OWN ROOMS AND YOUR OWN
FURNITURE, THIS IS THE ONE YOU
GO WITH.

Leo Laporte: IT'S CALLED WHAT?

Ryan Yewell: SWEET HOME 3D.

Leo Laporte: SWEET, MAN.

Ryan Yewell: IT'S VERY SWEET.

[Pop captions up]

Leo Laporte: AND IT IS FREE,
AND IT IS AVAILABLE WHERE?

Ryan Yewell: GO TO labwithleo.com.
CLICK ON "FREE FILES," "YEWELL'S JEWELS."
THERE'S A BUNCH OF STUFF THERE,

THIS AND OTHER STUFF, TOO, LOTS
OF GOOD STUFF.

Leo Laporte: COMIN' UP -- YOU'RE INTO MUSIC.

Ryan Yewell: I PLAY, AND I SING, YEAH.

Leo Laporte: YEAH, YOU KNOW,
BANDS NOWADAYS CAN JUST BYPASS
THE LABELS, MEET WITH THEIR FANS.
"DISINTERMEDIATE" IS THE WORD WE
LIKE TO USE.

WE GET RID OF THE MIDDLEMAN, AND
IT'S A REVOLUTION.

KRIS KRUG CALLS IT MUSIC 2.0.

WE'RE GONNA TALK ABOUT IT WHEN
"THE LAB" CONTINUES IN JUST A BIT.
BUT FIRST, ONE MORE CHANCE TO
TAKE OUR QUICK QUIZ QUESTION OF THE DAY.

WHAT DOES OLED, OLED, STAND FOR?
IS IT ONLINE LOW-ENERGY DISPLAY,
OPTICALLY-LIMITED ELECTRONIC
DISPLAY, ORGANIC LIGHT-EMITTING
DIODE OR OVERHYPED LAVISHLY
EXPENSIVE DISPLAY?

GO TO THE WEBSITE.

GIVE US THE ANSWER.

WE'LL TALK ABOUT IT IN KIND OF A
ROBOTIC VOICE WHEN
"THE LAB" CONTINUES.

STAY HERE.

(Mellow digital music)

[Pop captions down]

COMMERCIAL

[Pop captions up]

(Mellow digital music)

Leo Laporte: WELCOME BACK TO "THE LAB."

LEO LAPORTE HERE.

THAT IS THE QUESTION OF THE DAY.

WHAT DOES OLED STAND FOR?

IT'S ORGANIC LIGHT-EMITTING

DIODE, AND SONY JUST ANNOUNCED --

IT WAS SONY, RIGHT?

ITS NEW 11-INCH OLED SCREEN FOR

A MERE 12 HUNDRED BUCKS.

[Pop captions down]

Leo Laporte: IT'S CHEAP.

MORE? MORE.

Leo Laporte: A MERE 2,000 BUCKS.

IT'S CHEAP.

>> MORE, MORE.

Leo Laporte: MORE?

A MERE \$2,500 FOR A SCREEN THIS BIG!

A-A-AH!

DING, DING, DING, DING, DING!

Leo Laporte: HOWEVER, I'M

SURE THEY'LL COME DOWN IN PRICE,

AND EVERYBODY'S RAVING ABOUT HOW

THEY LOOK, AND THAT'S THE COOL THING.

KRIS KRUG IS HERE.

HE'S THE PRESIDENT OF RAINCITY

STUDIOS, VERY WELL-KNOWN AS A

DRUPAL DESIGNER.

DRUPAL'S AN OPEN SOURCE CONTENT

MANAGEMENT SYSTEM THAT'S REALLY

GREAT FOR MAKING WEBSITES.

I USE IT MYSELF.

THE WEB HAS BEEN A BOON FOR

MUSICIANS, HASN'T IT?

Kris Krug: THAT'S RIGHT.

[Pop captions up]

Kris Krug: WE'RE SEEING THE
WHOLE MUSIC INDUSTRY TURNED
UPSIDE DOWN.

Leo Laporte: YEAH, YEAH, I
MEAN NOT ONLY, NOT ONLY --
OF COURSE, IT STARTED WITH
NAPSTER AND PEOPLE DOWNLOADING
MUSIC FOR FREE, BUT MORE, MORE
IT'S NOT ABOUT STEALING MUSIC.

[Pop captions down]

Leo Laporte: IT'S REALLY MORE
ABOUT MUSICIANS REACHING RIGHT
OUT TO THEIR FANS DIRECTLY.

[Pop captions up]

Kris Krug: THAT'S RIGHT, CUT
A LOT OF THE THIRD PARTIES OUT
OF THE EQUATION WHO HAVE BEEN
TAKING SOME OF THE RAZOR-THIN
MARGINS ALREADY EXISTING IN THE
MUSIC INDUSTRY.

Leo Laporte: YOU CAN ACTUALLY
DO IT WITHOUT A LABEL NOW, CAN'T YOU?

[Pop captions down]

Kris Krug: FOR SURE.
I MEAN JUST THIS LAST MONTH, WE
SAW A HIP-HOP ACT FROM THE
STATES CALLED SOULJA BOY.
HE PUT UP A SONG ONLINE WITH A
FUN LITTLE DANCE, ADDED
THREE MILLION FRIENDS TO MYSPACE
WITHIN THE FIRST COUPLE WEEKS.

Leo Laporte: WHOA!

Kris Krug: THREE MILLION
FRIENDS, WENT FROM ZERO TO THREE --

Leo Laporte: NOW, NOW,
CLEARLY SOMEBODY KNEW WHO HE WAS.
YOU COULDN'T JUST DO THAT --

Kris Krug: HE WENT ON YOUTUBE.

Leo Laporte: AH, YOUTUBE.

Kris Krug: HE'S VERY --
HE'S GOT VERY DIALED-IN FOR
WHAT'S GOING ON OUT THERE.
HIS LYRICS AND HIS SOUNDS SOUND
A LOT LIKE RINGTONES.
IT'S PERFECT FOR THE RINGTONE
DOWNLOAD MARKET.

IT'S KIND OF THIS NEW MINDLESS
STYLE OF HIP-HOP RAP, AS OPPOSED
TO THE KIND OF OLD MESSAGE --

Leo Laporte: (Laughing)
"NEW MINDLESS STYLE."

(Both talking at once)

Leo Laporte: I WANNA DO THE
SOULJA BOY DANCE.

(Song playing, unclear lyrics)

Kris Krug: WE GOT A LITTLE
YOUTUBE VIDEO OVER HERE.

Leo Laporte: LOOK AT THIS.
HE'S EVEN SAYING, "FOR RINGTONE,
TEXT 30303; FOR MERCHANDISE, GO --"
I MEAN TALK ABOUT A GUY WHO'S
MARKETING HIMSELF.

Kris Krug: SO THIS ONE'S BEEN
SEEN 30 MILLION TIMES ON YOUTUBE.

Leo Laporte: IS IT THAT GOOD?

WHY IS IT SEEN SO MANY TIMES?

IS IT WORD OF MOUTH?

Kris Krug: IT'S WORD OF MOUTH.

IT'S TAKEN OFF.

REALLY HE WASN'T KNOWN BEFORE HE

PUT THIS STUFF OUT THERE.

HE PUT HIMSELF UP ON MYSPACE.

HE PUT HIMSELF UP ON YOUTUBE.

HE GOT THE DANCE GOIN'.

Leo Laporte: THEN THERE'S NO

RECORD LABEL INVOLVED?

Kris Krug: WELL, THERE IS A

RECORD LABEL INVOLVED NOW.

HE WENT, AND HE WAS PITCHING

LABELS, LIKE ARTISTS DO, AND HE

GOT TURNED DOWN BY --

THE ANECDOTE THAT'S FLOATING

AROUND THE INTERNET IS HE GOT

TURNED DOWN BY ONE OF THE MAJOR LABELS.

THE GUY WENT HOME FROM WORK THAT

NIGHT AND SAW HIS KIDS DOING THE

SOULJA BOY DANCE FROM YOUTUBE --

Leo Laporte: (Laughing)

Kris Krug: AND HE DROPPED

EVERYTHING, CALLED HIM BACK, AND

TRIED TO SIGN HIM TO A DEAL.

Leo Laporte: YOU KNOW, I LOOK

AT MY KIDS, WHO ARE BOTH

TEENAGERS, 16 AND 13, AND THAT'S

EXACTLY HOW IT WORKS.

THEIR FRIENDS TELL THEM.

THEY TEXT, "HEY, YOU GOTTA SEE

THIS VIDEO."

THEY'RE ALWAYS WATCHING VIDEOS
ON YOUTUBE.

Kris Krug: THEY POST IT TO THEIR FACEBOOK.
THEIR FRIENDS CAN WATCH IT RIGHT THERE.

Leo Laporte: EXACTLY!

AND THEY PUT IT ON THEIR MYSPACE.

NOW, ABBY'S FACEBOOK.

SHE'S THE OLDER.

SHE'S 16.

HENRY'S STILL MYSPACE.

HE'S 13.

AND HE'S GOT VIDEOS ON THERE ALWAYS.

HE'S ALWAYS GOT A SONG ON HIS PAGE.

IT REALLY IS A WORD OF --

A WAY FOR WORD OF MOUTH.

Kris Krug: "HERE'S WHAT I'M
LISTENING TO, HERE'S WHAT I
THINK IS COOL."

Leo Laporte: YEAH, HE'S A
LITTLE WEIRD BECAUSE HE LIKES
FOREIGNER, BUT THAT'S ANOTHER MATTER.

Kris Krug: (Chuckling)

Leo Laporte: I'M NOT KIDDIN'.
"WAITIN' FOR A GIRL LIKE YOU,"
HE THINKS THAT'S LIKE THE
COOLEST SONG HE EVER HEARD.

I DON'T --

I WAS LIKE, "REALLY?"
SO WHAT ARE THE RECORD LABELS
DOING IN RESPONSE TO THIS?

Kris Krug: WELL, THE RECORD
LABELS ARE SCRAMBLING.

YOU WERE TALKING IN YOUR LAST
CALL ABOUT DEALING WITH THE DRM ISSUE.
YOU'RE NOT --
THEY'RE NOT EXACTLY LISTENING TO
USERS ALL THE TIME.

Leo Laporte: RIGHT.

Kris Krug: PEOPLE ARE SAYING,
"I WANT TO --"

Leo Laporte: THEY'RE STILL SUING PEOPLE!

Kris Krug: "I WANT TO OWN MY MUSIC.

I WANT TO BE ABLE TO TAKE IT
FROM MACHINE TO MACHINE."
AND THEN YOU HAVE PEOPLE LIKE
APPLE, WHO SAY, "NO, YOU CAN
ONLY PLAY IT ON FIVE MACHINES."

Leo Laporte: RIGHT.

Kris Krug: "THAT'S THE LIMIT.
AFTER THAT, YOU DON'T OWN IT ANYMORE."

Leo Laporte: YEAH!

Kris Krug: "EVEN THOUGH YOU'VE PAID US, SO..."

Leo Laporte: SO THEY'RE
REALLY NOT DOING WHAT PEOPLE WANT.

Kris Krug: YOU SEE THEM
INVESTING IN VARIOUS OTHER
PROJECTS AS WELL.

THERE'S A COUPLE NEW THINGS THAT
I'VE PULLED UP HERE THAT I
WANTED TO SHOW YA.
ONE IS THIS SITE CALLED deeprocdrive.com.
THE IDEA HERE IS TO DO LIVE
ON-DEMAND CONCERTS OVER THE WEB.

Leo Laporte: THEY'RE ACTUALLY
DOING THEM ON THE WEB?

Kris Krug: YEAH, AND YOU CAN SWITCH BETWEEN CAMERA ANGLES AND STUFF, AND THEIR -- AND THE OTHER THING THAT'S KIND OF SPECIAL ABOUT IT, IF YOU PULL UP --

[Pop captions up]

Leo Laporte: NOW, AS YOU CAN SEE, BY THE WAY, I HAVE TO POINT OUT THAT THAT'S ONE PROBLEM WITH THE WEB IS IT'S NOT TELEVISION, SO SOMETIMES IT SLOWS DOWN, AND SO, YOU KNOW, IF A LOT OF PEOPLE ARE WATCHING, IT'S NOT AS GOOD, BUT ON THE OTHER HAND, PEOPLE CAN LIVE WITH THIS, RIGHT, AND THEY --

Kris Krug: AND THESE GUYS HAVE INVENTED SOME TECHNOLOGY TO OVERCOME THAT.

[Pop captions down]

Kris Krug: THEY'RE WORKING WITH THE (Unclear) OF THE WORLD TO PUSH THE CONCERTS OUT TO THE EDGE, AND THEY'RE WORKING WITH THE FLASH PEOPLE OF THE -- ADOBE AND FLASH TO --

Leo Laporte: RIGHT, RIGHT.

Kris Krug: TO EMBED THE TOOLS IN. SO YOU CAN SWITCH BETWEEN CAMERA ANGLES. YOU CAN INTERACT WITH THE BAND VIA CHAT WHILE THEY'RE TALKING. AND THE COOL THING ABOUT THIS SITE, LEO, IS ANY BAND CAN GO ON THERE, AND THEY CAN PUT A

PETITION ON TO COME PLAY A LIVE
SHOW, AND WHEN THEY GET A
THOUSAND VOTES --
YOU'LL SEE BIF NAKED HAS
13 VOTES HERE --

Leo Laporte: (Chuckling)

Kris Krug: BUT WHEN SHE GETS
A THOUSAND VOTES, THEY FLY HER
TO THE LAS VEGAS STUDIO --

Leo Laporte: YOU'RE KIDDING!

Kris Krug: AND THEY DO A LIVE SHOW.

Leo Laporte: WOW!

Kris Krug: AND PEOPLE PAY --

Leo Laporte: THAT'S GREAT MODEL!

Kris Krug: YEAH.

Leo Laporte: THAT'S BRILLIANT!

Kris Krug: IT'S TO BE
DETERMINED IF PEOPLE ARE WILLING
TO PAY FOR THIS TYPE OF STUFF ONLINE --

Leo Laporte: RIGHT.

Kris Krug: BUT IT IS A GREAT MODEL.

Leo Laporte: THAT'S WHAT THE
RECORD INDUSTRY'S SAYING IS
"WE'RE CREATING A WHOLE
GENERATION OF KIDS COLLEGE AGE
AND YOUNGER WHO DON'T BELIEVE IN
PAYING FOR MUSIC AT ALL."

DO YOU THINK THAT'S TRUE?

Kris Krug: WELL, I THINK IT'S KIND OF TRUE.
I THINK THAT YOU'RE SEEING A
RETURN TO THE KIND OF GOLDEN AGE
OF WHERE MUSIC COMES FROM OR
WHERE MONEY COMES FROM IN MUSIC.

YOU'RE SEEING MERCHANDISING
BEING A REAL IMPORTANT THING AND
THE BANDS THAT --

Leo Laporte: PERFORMING.

Kris Krug: CONCERTS AND
MERCHANDISING ARE WHERE THE
REVENUE'S COMING FROM, RINGTONES
RIGHT NOW.

Leo Laporte: RIGHT.

Kris Krug: PLACES LIKE THAT.
SO YOU USE THE MUSIC AS AN
ON-RAMP FOR ALL THESE PEOPLE TO
ENGAGE WITH YOUR BAND, AND THEN
YOU SELL THEM SHOWS AND --

Leo Laporte: INTERESTING.

Kris Krug: MERCH AND STUFF.

Leo Laporte: SO GIVE AWAY THE
SONGS REALLY --

Kris Krug: YEAH, YEAH.

Leo Laporte: BECAUSE THAT'S
HOW YOU GET PEOPLE EXCITED ABOUT IT.

Kris Krug: WE'RE SEEING HUGE BANDS DO THIS.
RADIOHEAD JUST RELEASED THEIR
NEW ALBUM, "IN RAINBOWS," AND
THEY LET PEOPLE PAY WHATEVER
THEY WANTED FOR IT, FROM ZERO TO
ANYTHING.

Leo Laporte: IN FACT, THAT
WAS SUCH A SUCCESS NOW THAT
THREE OR FOUR OTHER BANDS HAVE
STARTED THE SAME EXACT THING,
AND I THINK MORE AND MORE BANDS
ARE GONNA DO IT.

Kris Krug: WE'VE SEEN OTHER

BIG BANDS LIKE --

Both: BARENAKED LADIES.

Kris Krug: THAT FAMOUS BAND

IN CANADA FIRED THEIR RECORD

LABEL, HIRED A GOOD PRODUCER AND

WENT OFF AND DID IT ON THEIR OWN --

Leo Laporte: AND ARE THEY

SELLING ONLINE?

IS THAT WHAT THEY'RE DOING WITH

THEIR MUSIC?

Kris Krug: YEAH, THEY'RE

SELLING ONLINE.

Leo Laporte: SEE, NOW, THAT'S

ONE THING IF YOU'RE AN

ESTABLISHED BAND LIKE

BARENAKED LADIES OR MAROON 5,

WHERE, YOU KNOW, YOU'VE ALREADY

GOT A FAN BASE.

IT'S ANOTHER THING WHERE YOU'RE

STARTING FROM SCRATCH, BUT I

GUESS SOULJA BOY PROVES IF YOU

DO THE RIGHT THING, IF YOU

SOMEHOW GRAB --

Kris Krug: IF YOU'VE GOT THE

RIGHT MIX, THE TOOLS ARE THERE.

YOU CAN --

Leo Laporte: WHAT IS IT YOU NEED?

DO YOU HAVE ANY INSIGHT INTO

WHAT IT TAKES TO GRAB AN

AUDIENCE AND TO GET LIKE THAT?

I MEAN HOW DO YOU KNOW WHAT TO DO?

Kris Krug: WELL, I THINK IT

TAKES, YOU KNOW, TAKING A LOOK
AT WHAT'S GOING ON OUT THERE AND
SEEING WHAT PEOPLE ARE INTO.
LIKE I SAID, ALL THE MELODIES
FROM THE SOULJA BOY SONGS ARE
DOWNLOADABLE RINGTONES EXACTLY,
SO IT SOUNDS JUST LIKE THAT.

Leo Laporte: SO SMART.

YOU SHOULD BE ON MYSPACE.
YOU SHOULD BE ON YOUTUBE.
THAT'S PRETTY CLEAR, RIGHT?

Kris Krug: DEFINITELY.

THOSE ARE KIND OF THE BARE
MINIMUM THESE DAYS, AND THEN
THERE'S OTHER SITES LIKE
DEEP ROCK DRIVE.

THERE'S THIS VIRB SITE THAT I'VE
BEEN CHECKING OUT --

Leo Laporte: I LOVE VIRB!

VIRB'S KIND OF THE NEXT MYSPACE.

[Pop captions up]

Kris Krug: YEAH, IT'S KIND OF
THE NEXT MYSPACE.

IT'S NOT NEARLY AS UGLY.
IT'S A LITTLE BIT MORE CONTROLLED.
THERE'S LESS THINGS YOU CAN DO
THERE IN SOME WAYS, BUT IT KIND
OF ALLOWS YOU A LOT MORE
CREATIVITY IN OTHERS.

[Pop captions down]

Leo Laporte: BUT AS OF NOW,
IT DOESN'T YET HAVE THE
COMMUNITY THE SIZE OF MYSPACE.

Kris Krug: NO.

Leo Laporte: YOU'VE GOTTA GO
WHERE THE LISTENERS ARE, RIGHT?

Kris Krug: MYSPACE WILL BE AN
ANCHOR FOR THE MUSIC INDUSTRY
FOR AWHILE TO COME, YEAH.

[Pop captions up]

Leo Laporte: raincitystudios.com, A GREAT
PLACE TO GO.

KRIS KRUG'S THE PRESIDENT THERE
AND AN EXPERT ON WHAT'S
HAPPENING AS MUCH AS ANYBODY IS.
IT'S SO FAST, IT'S HARD TO FOLLOW.
IT'S REALLY EXCITING, THOUGH,
AND THERE'S NO DOUBT ABOUT THAT.
WE'RE IN A BRAVE NEW WORLD.

THANK YOU, KRIS.

I APPRECIATE IT.

[Pop captions down]

Leo Laporte: ALL RIGHT, WE'RE
GONNA TAKE A BREAK AND COME BACK
WITH A FINAL WORD RIGHT AFTER THIS.
STAY RIGHT HERE.

(Driving digital music)

COMMERCIAL

(Theme music playing)

Leo Laporte: WELCOME BACK TO "THE LAB."
IT'S PRETTY EXCITING TO SEE
BANDS BE ABLE TO --
AND I GUESS THIS WILL BE TRUE OF
ALL KINDS OF CREATIVE
MOVIE MAKERS, WRITERS, YOU KNOW --

Kate Abraham: TV.

Leo Laporte: TV. HMM!

Kate Abraham: (Chuckles)

Leo Laporte: JUST BYPASS THE
MIDDLEMAN AND GO RIGHT TO THE AUDIENCE.

Kate Abraham: YEAH.

[Pop captions up]

Leo Laporte: AND NOW THERE
ARE THE TOOLS TO DO IT, AND
THERE'S THE MEDIUM, THE
INTERNET, TO DO IT THAT MAKES IT POSSIBLE.

Kate Abraham: AND ANYBODY CAN DO IT NOW.

Leo Laporte: I LOVE THAT, AND
THAT'S REALLY WHAT THIS SHOW IS
ABOUT IS SHOWING YOU HOW TO DO
IT, SHOWING YOU WHAT'S GOING ON
OUT THERE, OF COURSE, AS A
CONSUMER, BUT I'M EVEN MORE INTERESTED --

[Pop captions down]

Leo Laporte: I'M LESS
INTERESTED IN SHOWING YOU HOW TO
CONSUME THIS STUFF AS HOW TO USE
THIS STUFF TO CREATE YOUR OWN STUFF.
I MEAN THAT'S WHAT I REALLY GET
EXCITED ABOUT.

[Pop captions up]

(Theme music playing)

Leo Laporte: I WANT EVERYBODY
TO BE DOING THEIR THING,
WHATEVER YOUR THING MIGHT BE,
WHATEVER YOUR CREATIVE PASSION IS.
THAT'S WHAT'S SO EXCITING ABOUT
TECHNOLOGY TODAY IS IT CAN
REALLY EMPOWER IT.

SO WE'RE GLAD YOU WERE HERE.
I HOPE YOU FOUND SOMETHING YOU
ENJOYED.
IF YOU WANT TO GO TO OUR
WEBSITE, YOU CAN BE ON THE SHOW,
YOU KNOW.

Kate Abraham: INDEED.

IT'S labwithleo.com, FORWARD SLASH techquestions.
FILL IN THIS FORM HERE, WE'LL
GET YOU ON THE SHOW, AND WE WILL
SOLVE EVERYTHING.

Leo Laporte: NO DUST, NO DUST AT ALL.

Kate Abraham: THAT'S HOW CLEAN IT IS.

[Pop captions down]

Leo Laporte: CLEAN AS A WHISTLE.

Kate Abraham: LOOK AT THAT.

Leo Laporte: THANKS FOR JOINING US.

WE'LL SEE YOU NEXT TIME.

BYE-BYE.

Kate Abraham: BYE-BYE.

(Greedy theme plays, coins clinking)

[Pop captions up]

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[Pop captions down]

(Rogers theme plays)