

[Pop captions up]

Kate: HEY I'M KATE ABRAHAM.
ON TODAY'S SHOW WE HAVE
COMPRESSOR TIPS WITH RAY
MAXWELL, RUBY ON RAILS AND A
WEB WORKSHOP, ALL THIS AND SO
MUCH MORE TODAY ON "THE LAB WITH LEO".

[Pop captions down]

[MUSIC]

[Beeping]

[MUSIC]

Leo: HEY HOW ARE YOU?

[Pop captions up]

Leo: GOOD TO SEE YOU AND
WELCOME TO "THE LAB".
I'M LEO LAPORTE.
THIS IS THE SHOW WHERE WE
EXPLAIN HOW TECHNOLOGY WORKS.
LADIES AND GENTLEMEN KATE ABRAHAM.
WE ARE GONNA SHOW YOU HOW CELL
PHONES WORK, CAMCORDERS, MP3
PLAYERS, HOME THEATRE,
COMPUTERS, THE INTERNET, THE
WHOLE KIT AND CABOODLE.
IT'S GONNA BE FUN.

[Pop captions down]

Kate: KIT AND CABOODLE.

Leo: KIT AND CABOODLE.

SO YOU BE THE KIT I'LL BE THE CABOODLE.

Kate: INDEED.

Leo: RAY MAXWELL'S HERE.
HE'S GONNA SHOW YOU HOW TO USE
COMPRESSOR AND CUEMASTER.

Kate: MMM-HMM.

Leo: ACTUALLY HE'S GONNA
SHOW YOU WHAT HE'S REALLY GONNA
SHOW YOU IS HOW YOU CAN USE
SOME PROGRAM NOWADAYS ARE, ARE
SO SMART THAT THEY ACTUALLY
WILL USE MULTIPLE COMPUTERS IN
YOUR HOUSE TO GET THE WORK DONE.
SO COMPRESSOR AND CUEMASTER ARE
REALLY YOU KNOW THEY CHURN,
THEY DO A LOT OF WORK.
THEY CAN ACTUALLY USE OTHER
COMPUTERS IN YOUR HOUSE TO DO IT.

Kate: OKAY.

Leo: OKAY.
RUBY ON RAILS 2 IS HERE.
BRIAN LEROUX HAS AN EXPLAINER
ON WHY AND WHAT IS DIFFERENT
AND SUSIE GARDNER WITH OUR WEB WORKSHOP.
WE LOVE HER.

Kate: SHE'S MEAN.

Leo: SHE'S MEAN BUT SHE'S KIND AT THE SAME TIME.
BUT FIRST WE WANT TO GET OUR
CALLS IN HERE.
WE'VE GOT SOME GREAT ONES.

Kate: WE HAVE.

Leo: LET'S, LET'S START WITH
WHAT DO YOU THINK KRISTA?

Kate: IT'S KRISTA AND SHE IS
FROM WHITBY, ONTARIO.

Leo: OH FANTASTIC.
THANK YOU KATE.

Kate: THANK YOU.

Leo: HELLO KRISTA.

Krista: HEY LEO HOW ARE YOU?

Leo: I'M GREAT.

WELCOME TO THE SHOW.

Krista: THANKS.

Leo: WHAT CAN I DO FOR YOU TODAY?

Krista: UM I JUST GOT THE
IPOD TOUCH AND I NOTICED THAT I
CAN'T SET A PLAYLIST TO WAKE UP
TO AN ALARM CLOCK.

Leo: YOU CAN'T?

Krista: NO THEY, THEY
REMOVED THE FEATURE ON THE NEW
IPOD TOUCH.

Leo: THAT'S, THAT'S CRAZY
CAUSE THAT'S ONE OF THE BEST
FEATURES OF THE IPOD.

Krista: I KNOW.

Leo: I USED TO USE IT AS MY ALARM CLOCK.

SO I, I HAD CLASSICAL MUSIC, MY
BAROQUE PLAYLIST.

AND I WOULD SET IT AND I'D SAY

AT SEVEN A.M. I WANT YOU TO

PLAY THE BAROQUE MUSIC.

IT WOULD COME THROUGH THE SPEAKERS.

IT WAS GREAT.

SO YOU CAN'T SO THAT ON THE TOUCH?

Krista: NO YOU CAN'T DO THAT ANYMORE.

I EVEN CALLED APPLE AND THEY SAID THAT IT'S JUST NOT POSSIBLE ANYMORE.

Leo: WELL THAT'S JUST DUMB.

THAT'S DUMB.

YOU'VE GOT A TOUCH.

NOW YOU'VE HACKED YOUR TOUCH RIGHT?

Sean Carruthers: YES I HAVE.

[Pop captions up]

Leo: AND NOW I'M NOT

RECOMMENDING THIS CAUSE YOU CAN

UNLOCK THESE JUST LIKE YOU CAN

UNLOCK THE IPHONE YOU CAN

UNLOCK THE TOUCH TO ALLOW THIRD

PARTY APPLICATIONS ON IT.

IT'S ACTUALLY --

[Pop captions down]

Krista: YEAH I'VE HEARD OF THAT.

JAILBREAKING IT?

Leo: YEAH JAILBREAKING IT.

IT'S AN EASY THING TO DO.

BUT THE REASON I'M NOT

RECOMMENDING IT IS BECAUSE WE

DON'T KNOW EXACTLY HOW APPLE'S

GONNA RESPOND.

IN THE PAST THEY'VE NOT

RESPONDED WELL TO DOING THIS.

UM WORST, BEST CASE SCENARIO

THEY WOULD ERASE ALL YOUR

CHANGES WHEN YOU UPDATE IT.

WORST CASE SCENARIO YOU

WOULDN'T BE ABLE TO UPDATE

BECAUSE IT MIGHT BRICK YOUR

IPOD TOUCH.

THAT'S WHAT HAPPENED WITH THE IPHONE.

NOW YOU'VE LOOKED AT A LOT OF
THESE JAILBREAK APPS.

DO ANY OF THEM DO THE ALARM
CLOCK THING?

Sean Carruthers: I HAVEN'T
SEEN ONE THAT DOES EXACTLY THAT YEAH.

Leo: YEAH THAT'S KIND OF, KIND OF KOOKY.
AND THE CLOCK APPLICATION
DOESN'T DO THAT HUH?

I KNOW IT'S GOT AN ALARM IN IT.
BUT IT WON'T --

Krista: YEAH.

Leo: BUT IT'LL JUST GO BEEP-BEEP-BEEP.

Sean Carruthers: YEAH IT'S
JUST WORTH NOTING THAT BY THE
TIME PEOPLE ARE SEEING THIS --

Leo: YES.

Sean Carruthers: THE DEVELOPER APPLICATIONS
WILL BE OUT THERE.
THEY'RE OPENING THAT UP IN
FEBRUARY I BELIEVE.

Leo: THAT'S THE MAIN REASON
I SAY DON'T, DON'T, DON'T
UNLOCK IT YET KRISTA BECAUSE
SOON YOU'LL, YOU'LL BE ABLE TO
ADD LEGALLY, LEGITIMATELY ADD
THIRD PARTY APPLICATIONS.
AND I WOULD BE WILLING TO BET
THAT THAT'S ONE OF THE FIRST
THINGS SOMEBODY REMEDIES THAT.
I MEAN THAT'S ONE OF THE BEST

THINGS ABOUT AN IPOD.

Krista: EXACTLY.

Leo: I'M JUST, I'M BAFFLED.

SO WAIT, NOT IT WON'T TAKE TOO LONG.

APPLE GAVE THE KEYS TO THE
KINGDOM IN FEBRUARY, THE DEVELOPERS.

I WOULD GUESS WE'LL START
SEEING THE FIRST APPLICATIONS
YOU KNOW IN YOU'RE SEEING THIS
IN APRIL, BY, BY NOW CERTAINLY
AND IN THE NEXT MONTH OR SO IF
NOT BY NOW.

SO YOU CAN WAIT A COUPLE OF
MONTHS DO YOU THINK?

Krista: YEAH FOR SURE.

Leo: BUT THERE'S NO OTHER
WAY OF TO DO IT.

Krista: OKAY.

Leo: AND I DON'T RECOMMEND
JAILBREAKING IT.

IT'S EASY TO DO.

YOU CAN ACTUALLY DO IT FROM A
WEBSITE.

BUT THE, BUT THE YOU WON'T BE
ABLE TO UPDATE YOUR IPOD TOUCH.

Krista: OKAY.

Leo: AND SO I THINK THAT'S
KIND OF A NEGATIVE, OKAY?

Krista: ALL RIGHT WELL
THANKS A LOT.

Leo: THANKS KRISTA AND SHAME
ON YOU APPLE.

THAT'S ONE OF THE THEY TOOK IT,

YOU KNOW WHY TAKE A FEATURE
LIKE THAT OUT?

Sean Carruthers: THEY TOOK A
FEW FEATURES AWAY FROM THESE
NEW ONES.

Leo: THAT'S CRAZY.
I MEAN I LIKE THE TOUCH A LOT.
I LIKE HOW IT FEELS.
I LIKE HOW IT LOOKS.
IT'S GREAT FOR VIDEO.
IT'S REALLY I THINK OF THE
TOUCH AS A VIDEO PLAYER NOW
MORE THAN A MUSIC PLAYER.

Sean Carruthers: UNLESS YOU WANT TO SEND IT OUT
TO ONE OF YOUR OLD VIDEO GADGETS.

Leo: YEAH.

Sean Carruthers: WITH A UNIVERSAL CONNECTOR.

Leo: YOU CAN'T DO THAT EITHER RIGHT?

Sean Carruthers: YOU CAN'T DO THAT ANYMORE EITHER.

Leo: AH, SIGH.

ALL RIGHT WE'RE GONNA TAKE A BREAK.

[Pop captions up]

Leo: COMING UP, RAY
MAXWELL'S GONNA SHOW YOU HOW TO
I GUESS A POOR MAN'S BEOWULF CLUSTER.
HOW TO USE MULTIPLE COMPUTERS
TO GET THE JOB DONE FASTER WHEN
"THE LAB" CONTINUES.

YOU STAY RIGHT HERE.

[Pop captions down]

[MUSIC]

[Commercial break]

[MUSIC]

Leo: WELCOME BACK TO "THE LAB".
RAY MAXWELL IS HERE, RACONTEUR,
TEACHER, COLOUR SCIENTIST,
ENGINEER, GLIDER PILOT,
PHOTOGRAPHER AND APPARENTLY COMPRESSOR.
HE, HE IS HERE TO TALK ABOUT A
PROGRAM CALLED COMPRESSOR.
APPLE MAKES THIS, ACTUALLY IT'S
A VERY HIGH-END PROGRAM --

Ray Maxwell: YES.

Leo: USED IN FINAL CUT.

Ray Maxwell: YEAH.

Leo: PRO FINAL CUT STUDIO
THAT KIND OF THING.

Ray Maxwell: THAT'S RIGHT.

Leo: WHAT DO WE USE IT FOR?

Ray Maxwell: WELL IT'S QUITE
INTERESTING THAT YOU ASK THAT
BECAUSE WHEN I FIRST GOT THIS
WHOLE SET OF SOFTWARE I LOOKED
AT IT AND I SAID OH A COMPRESSOR.
OH ALL IT DOES IS COMPRESS
THINGS AND DO ANOTHER FORMAT.

[Pop captions down]

Leo: THAT'S WHAT I THOUGHT YEAH.

Ray Maxwell: AND I THOUGHT
WELL WAIT A MINUTE IN FINAL CUT PRO --

Leo: IT DOES IT AWY.

Ray Maxwell: I CAN EXPORT IT
ANY FORMAT I WANT.

Leo: RIGHT.

Ray Maxwell: FOR THAT MATTER
I CAN GO TO QUICKTIME PLAYER IF

IT'S THE PRO VERSION --

Leo: AND IT'LL DO IT TOO.

Ray Maxwell: AND IT'LL DO IT TOO.
SO YOU KNOW WHY BOTHER WITH
THIS SILLY THING?

Leo: RIGHT.

Ray Maxwell: AND I KIND OF
OPENED IT ONCE AND IT LOOKED A
LITTLE YOU KNOW --

Leo: SCARY.

Ray Maxwell: SCARY.

[Pop captions up]

Ray Maxwell: AND, AND SO I
KIND OF NEGLECTED IT FOR MONTHS.
AND THEN ONE DAY I THOUGHT WELL
I'M GONNA RUN THROUGH IT AND
SEE WHAT IT DOES.

Leo: OKAY.

Ray Maxwell: NOW I THINK IT'S MAGIC.

Leo: OH REALLY?

Ray Maxwell: YES.

Leo: OKAY.

[Pop captions down]

Ray Maxwell: IT DOES A COUPLE OF THINGS THAT ARE
REALLY INCREDIBLE.
I'M, I'M GONNA SHOW YOU FIRST
OF ALL A, A VIDEO HERE THAT I
SHOT ON THE SET AND THIS WAS
SHOT IN HIGH DEFINITION.

Leo: OKAY.

Ray Maxwell: AND, AND THIS
PARTICULAR FORMAT I TRANSCODED
IT WHEN I CAPTURED IT FROM THE

HIGH-DEF CAMERA AND BROUGHT IT
IN AND IT IS IN APPLE 422.

Leo: OKAY.

Ray Maxwell: AND SO THIS THING IS ABOUT ONE
GIGABYTE PER MINUTE.

Leo: WOW.

Ray Maxwell: ALL RIGHT.

Leo: OKAY.

Ray Maxwell: SO IF I WANTED
TO EDIT IT IN FINAL CUT PRO ON MY LAPTOP --

Leo: IT'S TOO BIG.

Ray Maxwell: FORGET IT.

Leo: YEAH, TOO SLOW.

Ray Maxwell: YEAH.

Leo: CAUSE YOUR, YOUR MACHINE WILL CHOKE.

Ray Maxwell: RIGHT.

SO WHAT I'M GONNA DO INSTEAD
HERE IS I'M GONNA OPEN THAT
SAME BIG FILE WITH COMPRESSOR.

Leo: MMM-HMM.

Ray Maxwell: AND I'M GONNA
DO SEVERAL THINGS TO IT THAT A
LOT OF PEOPLE DON'T REALIZE
THAT COMPRESSOR CAN DO.
NOW HERE I CAN, I CAN BRING UP
THE FILE AND SO WE CAN SEE YOU
KNOW HERE IT IS.

[Pop captions up]

Ray Maxwell: AND I HAVE PREPARED A CUSTOM SET OF
SETTINGS DOWN HERE AND I'LL
SHOW YOU HOW TO DO THAT.

[Pop captions down]

Ray Maxwell: IT'S VERY EASY

AND I'M GONNA DRAG THAT UP TO
HERE AND SAY USE THIS COMPRESSION.
NOW WHAT IT DOES IS I HAVE GONE
OVER HERE.

LET ME JUST GO IN HERE UM AND
BLOW THIS UP A LITTLE BIT SO
YOU CAN SEE IT.

YOU HAVE A SET OF SPECIAL
FEATURES WHEN YOU CONVERT A FILE.

Leo: OKAY.

Ray Maxwell: SO WHAT I'VE
DONE IS I'VE CHECKED LETTERBOX.

Leo: ALL RIGHT.

Ray Maxwell: AND I'VE USED THE DV COMPRESSOR.

Leo: OKAY.

Ray Maxwell: SO NOW I'M
GONNA GO TO THE DV SCREEN WHICH
IS YOU KNOW ONLY 14 GIGABYTES AN HOUR.

Leo: MUCH SMALLER.

Ray Maxwell: MUCH SMALLER.

Leo: RIGHT.

Ray Maxwell: AND I'VE SAID
BURN IN THE TIMECODE IN THE
BLACK AREA AT THE BOTTOM.

Leo: OH COOL, OKAY.

Ray Maxwell: SO I'VE ADDED TIMECODE.
I'VE PUT IT IN LETTERBOX FORMAT.
BUT LOOK AT ALL THE OTHER
THINGS I COULD DO.

THERE'S BLACK RESTORE,
BRIGHTNESS AND CONTRAST,
CORRECT COLOUR HIGHLIGHTS,
DEANER LACE, FADE IN, FADE OUT,

GAMMA CORRECTION, NOISE REMOVAL.

Leo: HMM.

Ray Maxwell: ALL THESE FEATURES ARE BUILT INTO COMPRESSOR.

Leo: HMM.

Ray Maxwell: AND SO YOU CAN DO ALL THAT. SO NOW I'M GONNA ZOOM BACK OUT HERE AND I AM GOING TO GO UP AND SAY THAT I'M GOING TO SUBMIT THIS FILE FOR COMPRESSION.

Leo: OKAY.

Ray Maxwell: NOW I CAN DO IT RIGHT IN THIS COMPUTER WITH COMPRESSOR OR I, IF I HAVE OTHER COMPUTERS ON THE SAME NETWORK --

Leo: WHICH MANY OF US DO.

Ray Maxwell: RIGHT.

Leo: YEAH.

Ray Maxwell: I CAN TURN ON A, A CUEMASTER APPLICATION.

Leo: OH.

Ray Maxwell: AND I CAN DISTRIBUTE THE LOAD OVER MULTIPLE COMPUTERS.

Leo: THAT'S KIND OF NEAT, SO THEY CAN ALL WORK ON IT.

Ray Maxwell: THAT'S RIGHT SO THEY CAN ALL WORK ON IT AT THE SAME TIME.

[Both talking at once]

Leo: DO YOU HAVE TO HAVE CUEMASTER ON ALL THE COMPUTERS OR?

Ray Maxwell: IT WELL IT'S BASICALLY THERE IN THE, IN THE OS.

Leo: IT'S BUILT IN.

Ray Maxwell: YEAH.

Leo: WOW.

Ray Maxwell: AND YOU CAN USE
IT WITH COMPRESSOR.
YOU CAN USE IT FOR RENDERING IN
FINAL CUT PRO.

Leo: HMM.

Ray Maxwell: AND YOU CAN USE
IT WITH OH WHAT IS IT?
SHAKE AND MOTION.

Leo: YEAH.

YOU KNOW WHAT'S FUNNY?
IS HANDBREAK USES IT ALSO.

Ray Maxwell: YEAH.

Leo: WHICH IS A LOW-END DVD RIPPER.
BUT IT'S KIND OF NEAT THAT IT'S
SMART ENOUGH TO SAY HMM --

Ray Maxwell: RIGHT.

Leo: ARE THERE OTHER COMPUTERS?
WOULD YOU LIKE ME TO USE THEM?

Ray Maxwell: EXACTLY.

Leo: USUALLY A HUB WILL DO THAT.

Ray Maxwell: AND THAT REALLY
SPEEDS THINGS UP.

Leo: YEAH.

Ray Maxwell: NOW LET ME JUST
SHOW YOU WHAT IT LOOKS LIKE.
I'M GONNA GO INTO SYSTEM
PREFERENCES AND I'M GONNA GO
DOWN HERE TO APPLE CUEMASTER
AND HERE IT IS.
AND I'VE, I'VE GOT IT SET TO

SHARE AND I'M SAYING SHARE FOR
COMPRESSOR AND I'LL JUST ZOOM
IN HERE A LITTLE BIT.
SO YOU SET IT UP AND YOU
IDENTIFY THE CLUSTER AND I'VE
GOT IT IDENTIFIED AS RAY
MAXWELL, MAXWELL'S INTEL LAPTOP CLUSTER.
NOW LET ME TELL YOU ONE --

Leo: DOES IT MAKE A
DIFFERENCE IN SPEED I MEAN NOTICEABLY?

Ray Maxwell: YES.

NOW LET ME TELL YOU ONE OTHER
LITTLE TRICK.
IF YOU HAVE A MULTIPLE CORE --

Leo: RIGHT.

Ray Maxwell: MAC DON'T JUST
SET UP ONE INSTANCE OF CUEMASTER.

Leo: YOU CAN RUN TWO.

Ray Maxwell: YOU CAN RUN
TWO, OR IF YOU HAVE THIS NEW
YOU COULD RUN EIGHT.

Leo: YOU COULD RUN EIGHT.

Ray Maxwell: YEAH.

AND IT RUNS --

Leo: WOW.

Ray Maxwell: ONE PER THREAD
AND MAN DOES IT SPEED THINGS UP.

Leo: WELL THAT'S A BIG DIFFERENCE.

Ray Maxwell: YEAH.

Leo: YEAH.

SO HOW DO, HOW DO WE GET TO CUEMASTER?
IS THAT A SEPARATE PROGRAM OR
IT'S IN SYSTEM PREFERENCES.

[Both talking at once]

Ray Maxwell: NO THAT'S,
THAT'S IN SYSTEM PREFERNCES.

Leo: OKAY GREAT, GREAT.

Ray Maxwell: SO THAT'S UNDER
SYSTEM PREFERENCES.

NOW LET ME JUST SHOW YOU THE
RESULTS OF DOING ALL THIS.

SO DOWN OUT HERE IN THE FINDER
I'M GONNA SELECT BOTH OF THESE
FILES ONE OF WHICH I'VE RUN
THROUGH COMPRESSOR AND ONE
WHICH I HAVEN'T.

LET'S LOOK AT THE INFO.

THIS ONE'S ONE AND BY THE WAY
THIS IS ABOUT A MINUTE AND A HALF.

Leo: A MINUTE OF VIDEO, A
MINUTE AND A HALF OF VIDEO.

Ray Maxwell: SO 1.5 GIGABYTES VERSUS 364.

Leo: WOW.

Ray Maxwell: OKAY.

Leo: THAT'S A HUGE DIFFERENCE.

Ray Maxwell: YEAH.

SO I CAN PUT THIS ON MY LAPTOP
AND EDIT IT.

AND IF I OPEN THIS YOU'LL SEE THAT --

Leo: IT'S GOT THE TIMECODE I SEE.

Ray Maxwell: WE'VE GOT THE
TIMECODE AND IT'S NOW IN LETTERBOX.

Leo: IT'S BEEN LETTERBOXED.

SO NOW IF YOU EDIT IT AND THEN
CAN YOU THEN SAVE OUT THE EDIT
LIST AND APPLY IT --

Ray Maxwell: YES.

Leo: TO THE OLD UNCOMPRESSED VIDEO?

Ray Maxwell: EXACTLY.

Leo: SO WHAT WOULD YOU DO IS
KIND OF MAKE A LOW QUALITY
VERSION, A DRAFT MODE ALMOST --

Ray Maxwell: EXACTLY.

Leo: FOR EDITING.
AND THEN SAVE OUT WHAT CHANGES
YOU MADE AND PUT THAT IN THE --

Ray Maxwell: PRECISELY.

Leo: OH THAT'S VERY HANDY.

Ray Maxwell: YEAH.

Leo: YEAH.

Ray Maxwell: SO CAN WORK
VERY COMPACT, VERY QUICKLY.

Leo: RIGHT.

Ray Maxwell: NOT TAKE UP A
LOT OF DISK SPACE, WHEN YOU'RE
DONE EXPORT EDL AND THEN DO
YOUR ONLINE EDITING WITH YOUR
UNCOMPRESSED DATA.

Leo: COMPRESSOR'S THE
PROGRAM, CUEMASTER IS THE ONE
THAT SHARES THE DATA.
HERE'S THE BAD NEWS.
YOU NEED TO HAVE FINAL CUT PRO
OR STUDIO TO EVEN HAVE THESE PROGRAMS.

Ray Maxwell: YEAH.

Leo: UNFORTUNATELY THAT'S
THE THAT'S KIND OF A NEGATIVE.

Ray Maxwell: RIGHT.

Leo: BUT IF YOU'RE DOING

THIS KIND OF VIDEO I THINK YOU
MAY WELL.

Ray Maxwell: EXACTLY.

Leo: YOU KNOW I'M, I'M SAD.

I USE FINAL CUT EXPRESS.

IT DOESN'T COME WITH COMPRESSOR.

I'M SORRY TO SAY I HAVE DEAL WITHOUT.

BUT I, I MAKE SURE I DON'T

SHOOT VIDEO THAT'S QUITE SO

RICH AND INTENSE AS YOU DO.

OH ARE YOU GONNA GIVE ME A COPY

OF FINAL CUT?

Sean Carruthers: HERE YOU ARE.

Leo: THANK YOU.

ONLY \$1,300 AND YOU TOO CAN BE

COMPRESSING LIKE A STAR.

[Pop captions up]

Leo: RAY MAXWELL IS A, IS A

WONDERFUL FELLOW THAT WE LOVE

HAVING ON.

AND EVEN THOUGH HE HAS

EXPENSIVE TASTE YOU CAN IN

CAMERAS TOO.

YOU OUGHT TO SEE, OH MY GOSH.

YEAH YOU CAN CATCH HIS WORK AT --

[Blank for boards]

Leo: LOTS OF PICTURES, LOTS

OF INFORMATION AND WE'LL HAVE

SHOWNOTES ABOUT THIS AT OUR SITE --

[Blank for boards]

Leo: THANK YOU SO MUCH RAY.

Ray Maxwell: SURE THING.

Leo: THAT'S GREAT.

HEY CAN, CAN YOU TAKE THAT PART OUT?

I LOOK KIND OF FAT THERE.

DO YOU HAVE THAT LITTLE
THINNING, SCULPTING BRUSH?

Ray Maxwell: RIGHT, YEAH.

Leo: ANYTHING LIKE THAT?

HEY LET'S TAKE A CLOSEUP LOOK
AT SOMETHING YOU'D FIND AROUND
"THE LAB".

SEAN TOOK THIS WITH HIS SUPER-
DUPER MACROLENS.

BOY IT JUST LOOKS FAMILIAR.

I, I SOMETHING JUST SOMETHING
ABOUT THAT I JUST, I FEEL LIKE
I KNOW IT, I AH WHAT COULD THAT BE?

WELL I'LL TELL YOU WHAT, WE'LL
ZOOM OUT AND FIND OUT WHEN "THE
LAB" CONTINUES RIGHT AFTER THIS.

STAY HERE.

[MUSIC]

[Pop captions down]

[Commercial break]

[MUSIC]

[Pop captions up]

Leo: WELCOME BACK TO "THE LAB".

THERE'S A CLOSEUP PICTURE OF
SOMETHING YOU'D COMMONLY FIND
AROUND "THE LAB" EVERY DAY.

WHAT THE HECK COULD THAT BE?

I'LL TELL YOU WHAT.

I KNEW I KNEW WHAT THAT WAS.

I HAVE ONE OF THOSE.

IT'S A --

[Blank for boards]

Leo: USB CARD.

YOU KNOW THEY COME NOW IN 32
GIGABYTES.

[Pop captions down]

Sean Carruthers: IT'S CRAZY.

Leo: IT'S CRAZY.

BUT WHEN YOU HAVE 32 GIGABYTES
IT'S NOT YOU CAN'T JUST ZOOM
WAY AWAY.

ANYWAY KATE'S GOT ANOTHER
CALLER FOR US.

Kate: WE ARE GOING TO LAVAL,
QUEBEC AND THIS IS GEORGES.

Leo: HEY GEORGES.

Georges: HEY LEO.

[Pop captions up]

Leo: WELCOME TO "THE LAB".

Georges: THANKS FOR TAKING MY QUESTION.

Leo: WELL OF COURSE WHAT CAN
I DO FOR YOU?

Georges: WELL HERE'S THE THING.
THERE'S AN INTERNET RADIO
STATION THAT I, I LIKE TO LISTEN TO.

Leo: MMM-HMM.

Georges: AND UNFORTUNATELY
THEY DON'T HAVE PODCASTS.
NOW I WAS WONDERING IF THERE'S
ANY WAY OF RECORDING THEIR
STREAM AND TRANSFERRING IT INTO
A PODCAST?

Leo: YEAH, YOU BET.

Georges: SO YOU CAN HAVE

LIKE THE SONG, THE TITLE OF THE
SONGS IN ONE BIG FILE INSTEAD
OF HAVING SEPARATE LITTLE SONG FILES.

Leo: YEAH.

Georges: AND I'VE USED
RIPCAST BEFORE WHICH DOES SPLIT
IT BUT I MEAN --

Leo: YEAH THAT'S MORE FOR
TAKING THE SONGS AND TURNING
INTO EM INDIVIDUAL SONGS.
BUT YOU WANT THE RADIO SHOW ON
YOUR HARD DRIVE BASICALLY SO
YOU CAN LISTEN ON YOUR MP3 PLAYER.

[Pop captions down]

Georges: AND THEN TRANSFER IT ONTO MY IPOD.

Leo: YEAH.

Georges: THAT'S RIGHT.

Leo: YEAH.

AH HERE'S THE MAC OR WINDOWS?

Georges: MAC.

Leo: AH RATS, I THOUGHT SO.

Georges: WELL I HAVE, I HAVE
A MAC SO NOW YOU HAVE BOOTCAMP RIGHT?

Leo: OH I GUESS YOU COULD
ALWAYS RUN WINDOWS.

Georges: YEAH.

Leo: THIS IS THE PROGRAM
THAT I RECOMMEND AND USE BUT IT
IS A WINDOWS PROGRAM.
IT'S FROM APPLIAN, A-P-P-L-I-A-N,
ITS CALLED REPLAY AV.
THIS IS CERTAINLY THE MOST
POWERFUL PROGRAM OUT THERE MAC

OR WINDOWS.

[Pop captions up]

Leo: IT'S ESSENTIALLY A VCR
FOR STREAMING AUDIO AND VIDEO.
YOU CAN EVEN CAPTURE YOUTUBE
VIDEOS, REAL MEDIA.

AH I MEAN IT DOES EVERYTHING.

[Pop captions down]

Leo: SO THIS WILL CAPTURE IT.
YOU SET THE TIME.
YOU SET THE STATION AND IT
SAVES IT OUT TO A, TO A FILE.
AHEM NOW THERE ARE MAC PROGRAMS
THAT'LL DO THIS.

Georges: YEAH.

Leo: I'M TRYING TO THINK OF
ONE OFF THE TOP OF MY HEAD.
I'M SURE THERE ARE.
I WANT TO, I WANT TO SAY YOU
KNOW SOMETHING THAT COMES WITH
THE SHARK, THE GRIFFIN SHARK
PROBABLY IS SOMETHING LIKE THAT.
LET'S SEE MACINTOSH LET ME SEE
IF I CAN, STREAMING, AUDIO, RECORD.
THIS APPLIAN PROGRAM IS SO GOOD
THAT I'VE NEVER USED ANYTHING
ELSE OTHER THAN THAT.
ITS ONE OF THE, ONE OF THE
ADVANTAGES OF HAVING WINDOWS
AND MAC MACHINES IS YOU CAN USE
THE ONE THAT YOU KNOW WORKS
BEST FOR YOU.

Georges: YEAH THAT'S WHY

I'VE, I'VE JUST CHANGED TO MAC

LIKE A WEEK AGO, SO --

[Both talking at once]

Leo: ALL RIGHT WELL AND, AND
YET YOU CAN ALWAYS RUN IT AND
PROBABLY SOMETHING LIKE THAT
WILL RUN JUST FUN EVEN IN
PARALLELS WITHOUT HAVING TO
EXIT OUT OF, OUT OF WINDOWS.

YEAH IT LOOKS LIKE UM LET'S SEE
MAC, WINDOWS, WINDOWS, WINDOWS
ALL THESE WINDOWS PROGRAMS.
I'M LOOKING FOR A MAC.

IT LOOKS LIKE THERE'S A FEW BUT
THEY ALL WORK WITH SHOUTCAST
AND SEE THAT'S THE PROBLEM OKAY.

SEE THE, THE PROGRAM THAT
YOU'RE USING TO CAPTURE THOSE
INDIVIDUAL, THOSE INDIVIDUAL
FILES WORKS WITH THE RADIO
STATON YOU WANT TO LISTEN TO?

Georges: YEAH YOU COULD SHOUTCAST.

Leo: OKAY.

Georges: AND THEN USE RECAST WHICH WILL --

Leo: OKAY.

Georges: IT DOESN'T DO AN AMAZING JOB I FIND.

Leo: YEAH.

Georges: CAUSE IT GOES WITH
THE SILENCES SO IT SOMETIMES
SPLITS IT IN ODD PLACES.

Leo: SO IF IT'S A SHOUT, IF
IT'S A SHOUTCAST STREAM THIS
WILL WORK, ITS CALLED RADIO LOVER.

Georges: OKAY.

Leo: RADIO LOVER AND IT RECORDS.

IT ALSO DOES A SPLIT BUT

DOESN'T HAVE TO DO THE SPLIT.

IT'LL EVEN MOVE IT BACK TO AN IPOD.

Georges: OKAY.

Leo: UM --

Georges: THE, THE OTHER ONE

YOU FIRST MENTIONED WAS APPLIAN?

Leo: APPLIAN IS THE COMPANY, A-P-P-L-I-A-N.

Georges: OKAY.

Leo: THAT RECORDS THE WHOLE THING.

IT LOOKS LIKE EVEN RADIO LOVERS

SPLITS THEM.

BUT I BET YOU COULD TURN YOU

SEE, WERE YOU USING STREAMER PER X?

WHAT WERE YOU USING TO DO THE RIPPING?

Georges: THE RIPPING WAS, IT WAS RIPCAST.

Leo: IT WAS RIPCAST.

I DON'T KNOW, I'M NOT FAMILIAR

WITH THAT ONE.

SO UM, UM I THINK THE REAL

ISSUE IS OH YEAH BUT YOU KNOW,

AUDIO HIJACK MIGHT DO THAT.

Georges: AUDIO HIJACK?

Leo: YEAH I LOVE AUDIO HIJACK.

THIS IS FROM ROGUE AMOEB, AMOEBA.

Georges: OKAY.

Leo: AUDIO HIJACK PRO.

IT, IT WHAT YOU WOULD HAVE TO

DO WITH THIS.

IT WOULDN'T BE AUTOMATIC,

ALTHOUGH YOU COULD PROBABLY

CREATE AN AUTOMATOR ACTION THAT
WOULD DO THAT.

[Pop captions up]

Leo: YOU'D HAVE TO START THE
STREAM AND THEN TURN ON AUDIO
HIJACK AND THEN IT COULD RECORD IT.

Georges: OKAY --

[Both talking at once]

Leo: SO IT CAN RECORD
ANYTHING THAT THE AH, THE
COMPUTER CAN HEAR IT CAN RECORD.
THIS IS A GREAT PROGRAM, ABOUT 40 BUCKS.
BUT YOU CAN TRY BEFORE YOU BUY.

Georges: BUT THE, THE THING
THOUGH THAT I'M LOOKING FOR IS
THAT IT RECORDS THE STREAM AND
IT'S LIKE A PODCAST WHERE YOU
ACTUALLY AS A STREAM LET'S SAY
IT'S A TWO-HOUR STREAM YOU
RECORDED, YOU ACTUALLY SEE THE
SONG TITLES WITHIN THAT HOUR.

[Pop captions down]

Leo: OH YOU WANT TO SEE THE
SONG TITLES?

Georges: THAT'S RIGHT, THAT'S RIGHT.

Leo: OH --

[Both talking at once]

Leo: SO YOU DON'T WANT JUST
A REGULAR OLD MP3 FILE.
YOU WANT AN ENHANCED AAC'S FILE
THAT'LL PLAY THAT'LL SHOW
INFORMATION ABOUT WHAT YOU'RE
LISTENING TO.

Georges: YEAH CAUSE I'VE
SEEN PODCASTS AND I HAVEN'T
REALLY DOWNLOADED ANYBODY --

[Both talking at once]

Leo: THAT'S DONE BY HAND BY
THE PODCASTER.
THAT'S A LOT OF WORK.

Georges: YEAH?

Leo: THE PODCASTER ACTUALLY
GOES THROUGH AND AS HE'S
LISTENING TO IT ENTERS IN THAT INFORMATION.
IT'S NOT AUTOMATIC BY ANY MEANS.

Georges: OKAY.

Leo: BUT WHEN YOU'RE TALKING
ABOUT A SHOUTCAST STREAM.

Georges: YEAH.

Leo: THAT INFORMATION IS IN THE STREAM.
SO IN THEORY IT WOULDN'T BE TOO DIFFICULT.
THAT'S WHY PROGRAMS LIKE YOUR
RIPPING PROGRAM OR RADIO LOVER
CAN ACTUALLY SEPARATE IT OUT
INTO INDIVIDUAL MP3 PILES THAT
HAVE, FILES THAT HAVE THE, THAT
HAVE THE NAME OF THE
INFORMATION IN IT.
I WOULD SAY TRY THIS RADIO LOVER.

Georges: OKAY.

Leo: IT'S FROM BITCARTEL, B-I-T-C-A-R-T-E-L.COM.
IT'S, IT'S TRY BEFORE YOU BUY
AND, AND MOST OF THE TIME
THAT'S WHAT I WOULD DO WITH
THESE THINGS IS TRY BEFORE YOU BUY.
YOU CAN SCHEDULE THESE AHEAD OF TIME.

IT DOES KNOW THE NAME OF THE SONG.

[Pop captions up]

Leo: THE PROBLEM IS YOU HAVE
TO STRIP, STRIP IT INTO
INDIVIDUAL SONGS TO GET THE TO
GET ALL OF THE DIFFERENT NAMES, SO.

Georges: OKAY.

[Pop captions down]

Georges: SO THERE IS NO EASY SOLUTION FOR --

Leo: NOT, NOT, NOT THAT I
KNOW OF BECAUSE THAT'S AN
ENHANCED AEC FILE AND NOTHING'S
GONNA DO THAT AUTOMATIC THAT I
KNOW OF.

I MEAN THAT WOULD BE A GOOD
PROJECT FOR YOU.

DO YOU WANT ARE YOU A GOOD
PROGRAMMER GEORGES?

Georges: NO I'M NOT, NOT REALLY.
BUT I, I MAYBE I'D LIKE TO TRY IT.

Leo: IT, IT WOULDN'T BE THAT
HARD TO DO.

YOU'VE GOT ALL THE PIECES THERE.
IT'S JUST THAT NOBODY HAS PUT
IT TOGETHER THAT PARTICULAR WAY.

Georges: OKAY.

Leo: YEAH CAUSE WHAT IT IS
IN ORDER FOR YOU TO SEE EACH
INDIVIDUAL SONG IN ONE LARGER
FILE YOU'D HAVE TO CREATE AN
ENHANCED A-AAC FILE.
NONE OF THESE DO THAT.
THEY ALL DO AAC OR MP3 BUT THEY

DON'T DO ENHANCED.

IT'S A GREAT IDEA.

[Both talking at once]

Leo: YOU CAME UP WITH A
REALLY INTERESTING IDEA GEORGES.
I THINK SOMEBODY SHOULD CREATE THIS.

Georges: WELL MAYBE I WILL.
IT'S JUST TO CREATE BASICALLY
AN ENHANCED AAC FILE?

Leo: YEAH.

Georges: OKAY.

Leo: THAT'S WHAT YOU WANT TO DO.
NOW THIS WILL ONLY WORK WITH
SHOUTCAST STREAMS BECAUSE
THEY'RE ESSENTIALLY STREAMING
MP3S WITH ALL THE INFORMATION ATTACHED.
MANY RADIO STATIONS DON'T USE
SHOUTCAST FOR THAT VERY REASON.
IT'S TOO EASY TO RIP IT.
SO THEY WILL USE WINDOWS
MEDIAPLAYER OR SOME OTHER FORM
OF STREAMING AUDIO, REAL AUDIO
OR WHATEVER.
THAT'S WHY I LIKE THE APPLIAN
PRODUCT BECAUSE THAT'LL RECORD
ANYTHING, SAME THING WITH AUDIO
HIGH-DEF PRO.
AS LONG AS YOU CAN HEAR IT'LL RECORD IT.
BUT THEY WON'T GIVE YOU THAT
INFORMATION ABOUT THE SONG NAME
UNLESS IT'S A SHOUTCAST STREAM.

Georges: YEAH.

Leo: GEORGES YOU CAME UP

WITH A GREAT, A GREAT, GREAT
QUESTION, A GREAT PROBLEM IN
SEARCH OF A SOLUTION.
I DON'T KNOW OF A SOLUTION BUT
BOY MAYBE SOMEBODY WILL WRITE ONE.
THAT'S A GREAT IDEA.

Georges: OKAY, SO LISTEN,
LISTEN MAYBE I'LL CALL YOU BACK
AND TELL YOU I FOUND THE SOLUTION.

Leo: DO, DO, DO THAT WOULD BE GREAT.

Georges: ALL RIGHT.

THANKS A LOT.

Leo: THANKS GEORGES, I
REALLY APPRECIATE IT.

Georges: OKAY --

Leo: LET'S TAKE A WALK ON
OVER HERE TO THE WILD SIDE
BECAUSE SEAN HAS ABSOLUTELY
NOTHING, NOTHING TO SHOW ME HERE.

Sean Carruthers: NOTHING AT ALL.

Leo: WHERE IS YOUR SHINY?

Sean Carruthers: I'M WEARING IT TODAY.

Leo: OH IS IT, IS IT A SCOTEVEST?

Sean Carruthers: IT'S THE NEW SCOTEVEST.

Leo: ISN'T THAT PRETTY?

Sean Carruthers: IT'S THE NEW TRAVEL VEST.

Leo: YOU KNOW THEY MAKE
THESE WITH THESE GREAT FABRICS.
THIS IS THE MICRO-FIBER.
IT'S BEAUTIFUL LOOKING.

Sean Carruthers: YEAH, YEAH IT'S GREAT.

Leo: WHAT'S SPECIAL ABOUT THIS NOW?

Sean Carruthers: WELL 25 POCKETS SO --

Leo: 25 POCKETS.

Sean Carruthers: SO THIS IS NOT NEW.

[Pop captions up]

Sean Carruthers: THIS IS WHAT THEY DO, THEY DO POCKETS.

SO YOU GOT CHANNELS BETWEEN ALL--

[Both talking at once]

[Pop captions down]

Leo: YOU'VE GOT POCKETS IN YOUR POCKETS.

Sean Carruthers: POCKETS INSIDE THE POCKETS,
AND LITTLE CONNECTORS.

Leo: LOOK AT THIS.

THIS IS GREAT.

[Pop captions up]

Sean Carruthers: CLIPS FOR BADGES, FOR YOUR HEADPHONE
WIRES, ALL OF THAT SORT OF STUFF.

WHAT THEY DID DO THIS TIME

AROUND THEY'VE, THEY'VE

APPARENTLY HAD SOME COMPLAINTS

ABOUT I DON'T KNOW WHICH POCKET

IS WHICH.

[Pop captions down]

Leo: YEAH THE FACT THAT THE
PHONE WILL RING AND YOU GO I
KNOW IT'S HERE SOMEWHERE.

Sean Carruthers: YEAH WELL
TYPICALLY YOU SHOULD REMEMBER THESE.

BUT JUST IN CASE YOU WANT A

LITTLE GUIDE IT NOW HAS THESE LITTLE TAGS --

[Both talking at once]

Leo: OH LOOK AT THAT, LITTLE TAGS.

Sean Carruthers: THAT SHOWS YOU WHAT GOES WHERE,
SO LIKE SUNGLASSES.

Leo: OH THAT'S A GOOD IDEA.

Sean Carruthers: TRAVEL DOCUMENTS.

Leo: THAT'S A GOOD IDEA.

Sean Carruthers: AND OVER HERE ON THIS OTHER SIDE YOU'VE GOT ONE FOR YOUR --

Leo: IT'S COOL.

Sean Carruthers: YOUR IPOD AND ONE FOR YOUR CAMERA DOWN HERE SO.

Leo: NOW YOU JUST HAVE TO MAKE SURE YOU'D BETTER PUT THE THINGS IN THE RIGHT POCKETS.

Sean Carruthers: YEAH I MEAN YOU CAN, YOU CAN --

Leo: I LIKE THIS CAUSE IT EVEN HAS YOU KNOW HERE'S THE IPOD.

Sean Carruthers: YEAH.

Leo: AND THIS HAS A LITTLE THING, A LITTLE VELCRO SO YOU CAN PUT THE IPOD WIRE THROUGH THERE AND THE HEADPHONES THROUGH THERE.

Sean Carruthers: LOOK AND SOME OF THESE POCKETS ARE HUGE.

Leo: OH MY GOSH. YOU'VE GOT LUNCH IN THERE.

Sean Carruthers: I MEAN YOU'VE GOT ROOM FOR --

Leo: OH MY GOODNESS. WHAT ARE YOU --

Sean Carruthers: AND THIS IS ALL IN THE SAME POCKET.

Leo: YOU KNOW THIS IS THE OTHER THING THAT I THINK THEY'VE DONE RECENTLY IS SO THAT IT DOESN'T LOOK SO BULKY.

Sean Carruthers: NO IT DOESN'T LOOK AS BULKY.

Leo: I DON'T KNOW HOW THEY'RE DOING THAT.

Sean Carruthers: I MEAN I --

[Both talking at once]

Leo: YEAH I MEAN LOOK AT THIS, YOU WOULDN'T KNOW.

Sean Carruthers: SO IT'S --

Leo: YEAH NO THAT'S GREAT.

Sean Carruthers: AND THE ONE THING SCOTT WAS SAYING ABOUT THESE THINGS INITIALLY WAS YOU JUST PUT ALL OF YOUR GADGETS FOR TRAVEL INTO THIS THING AND JUST TAKE THIS OFF --

Leo: THAT'S WHAT I DO.

Sean Carruthers: AND PUT IT ON THE BELT.

Leo: IT'S GREAT.

Sean Carruthers: AND YOU GO THROUGH THE AIRPORT.

[Pop captions up]

Leo: YEAH SCOTT JORDAN IS A NEAT GUY, SCOTEVEST, SCOTEVEST.COM.

Sean Carruthers: YEAH.

Leo: LET'S TAKE A LOOK AT THE PROS AND CONS.

Sean Carruthers: LOTS OF POCKETS.

Leo: LOTS OF EM.

Sean Carruthers: EASY TO IDENTIFY WHAT'S IN THEM. THERE'S THREE COLOURS NOW, FIRST THIS ONE.

Leo: THIS, THIS IS PRETTY.

Sean Carruthers: THE, THE RED ONE I LIKE A LOT.

Leo: YEAH.

Sean Carruthers: BUT IT ALSO COMES IN BLACK AND I BELIEVE TAN AND IT'S AVAILABLE FOR BOTH MEN AND WOMEN, WHICH NOT ALL OF THE PRODUCTS ARE.

Leo: THEY'RE A LITTLE PRICEY
AS, AS MANY SCOTTEVESTS ARE.

Sean Carruthers: YEAH THEY'RE ABOUT 100 BUCKS,
BUT IT'S NOT BAD.

Leo: YEAH.

Sean Carruthers: BUT NOT GREAT.
UM YOU CAN STILL LOSE THINGS IN
THOSE POCKETS.

Leo: RIGHT.

Sean Carruthers: THERE'S SO
MUCH SPACE INSIDE HERE YOU WILL
LOSE TRACK OF SOMETHING,
ESPECIALLY WHEN YOU PUT IT
THROUGH THE WASH.

Leo: AND THERE ARE A LOT OF
MAGNETS IN THESE.

Sean Carruthers: YEAH SO IF
YOU'VE GOT TO A PACEMAKER YOU
DON'T WANT TO WEAR THIS.

Leo: OR IF YOU'VE GOT A
HOTEL CARD KEY DON'T PUT IT IN
YOUR POCKET.

Sean Carruthers: RIGHT.

Leo: CAUSE YOU'LL NEVER GET
IN YOUR ROOM YEAH.

Sean Carruthers: OR IF YOU'VE GOT A LITTLE MAGNETIC
YOU KNOW FLOPPY DISK.

Leo: CREDIT CARDS, FLOPPY DISKS, NO.

Sean Carruthers: YEAH.

Leo: BUT I'VE LEARNED I'M
CAREFUL CAUSE I WEAR ALL
SCOTTEVEST ALL THE TIME CAUSE
SO I HAVE MAGNETS EVERYWHERE.

ALL RIGHT WE'RE GONNA TAKE A BREAK.
COMING UP IN JUST A BIT, RUBY ON RAILS.
IT'S GONE THROUGH A COMPLETELY
NEW REVISION, VERSION 2.0.
BRIAN LEROUX'S GONNA SHOW US
WHAT'S NEW IN 2.
BEFORE WE DO THAT THOUGH A
QUICK QUIZ QUESTION OF THE DAY.

[Blank for boards]

Leo: THAT'S A GREAT QUESTION.
THEY'RE ALL PRETTY OLD.
WHICH IS THE OLDEST?
HMM THINK ABOUT IT.
WE'LL TALK ABOUT IT A LITTLE
LATER ON AS "THE LAB" CONTINUES.

[MUSIC]

[Pop captions down]

[Commercial break]

[MUSIC]

Leo: WELCOME BACK TO "THE LAB".
LEO LAPORTE HERE, THIS IS ONE
FOR PROGRAMMERS.
WE'RE DOING A HIGH-END SHOW TODAY.
WE DID COMPRESSOR EARLIER.
NOW WE'RE GONNA DO PROGRAMMERS.
BRIAN LEROUX IS BACK.
HE'S A SOFTWARE ARCHITECT AT NITOBI.
IN THE GOOD OLD DAYS HE USED
ALL THE YOU KNOW ALL THE, ALL
THE BUZZWORD COMPLIANT
PROGRAMMING LANGUAGES LIKE C++.
BUT NOW HE'S SEEN THE LIGHT.
HE'S A RUBY ON RAILS KIND OF GUY.

Brian LeRoux: THAT'S VERY TRUE, THANKS.

Leo: GOOD TO HAVE YOU BACK.

Brian LeRoux: THANKS LEO.

Leo: THANKS FOR COMING.

SO LET'S RECAP.

WE'VE TALKED ABOUT RUBY ON

RAILS BEFORE.

LET'S RECAP.

WHAT IS RUBY ON RAILS?

[Pop captions up]

Brian LeRoux: RUBY ON RAILS

IS A WEB FRAMEWORK.

RAILS IS BUILT ON TOP OF RUBY,

RUBY'S A PROGRAMMING LANGUAGE.

AND THE IDEA ABOUT RUBY ON

RAILS IS SIMPLICITY.

[Pop captions down]

Brian LeRoux: IT'S MAKING LIFE EASIER FOR DEVELOPERS.

Leo: SO IF YOU'RE A PROGRAMMER WHO IS

CREATING A WEBSITE.

Brian LeRoux: YEAH.

Leo: AND NOW A WEBSITE WITH

APPLICATION THAT DOES SOMETHING

YOU WOULD USE RUBY AS YOUR

PROGRAMMING LANGUAGE AND YOU'D

USE RAILS AS A WAY TO GET

STARTED FAST.

Brian LeRoux: THAT'S RIGHT YES.

Leo: TO KIND OF GET IT ALL,

GET IT ALL BE STARTED OUT AND

THEN IT MAKES IT VERY EASY TO

MODIFY AND UPDATE IT.

AND YOU KNOW I ONE OF THE

THINGS THEY TALK ABOUT WHICH IS REALLY COOL IS YOU CAN HAVE YOUR CLIENT SITTING THERE AND MAKE CHANGES ON THE FLY WHILE THE THING IS RUNNING.

Brian LeRoux: TOTALLY YEAH.

Leo: AND, AND QUICK TURNAROUND TIME WHICH IS REALLY NEAT.

Brian LeRoux: AND THAT WAS THE IDEA ABOUT HAVING QUICK ITERATIONS AND ALLOWING PEOPLE TO BUILD SITES WITH THEIR CLIENT.

Leo: RIGHT.

Brian LeRoux: AND IN A FAST TURNAROUND KIND OF ENVIRONMENT BECAUSE ON THE WEB EVERYTHING CHANGES SO QUICKLY.

Leo: YEAH.

Brian LeRoux: AND SO YOU WANT TO BE AGILE TO THAT CHANGE.

Leo: THE AGILE WEB.

Brian LeRoux: THAT'S RIGHT.

Leo: THAT'S WHAT THIS IS ALL ABOUT.

Brian LeRoux: YEAH.

[Pop captions up]

Leo: IN FACT IT WAS CREATED BY 37 SIGNALS. THEY WROTE THE BOOK LITERALLY WROTE THE BOOK ON THIS SUBJECT.

Brian LeRoux: YES THEY DID.

Leo: IN SIMPLICITY AND GETTING STUFF DONE FAST.

Brian LeRoux: YEAH.

[Pop captions down]

Leo: SO NOW RAILS IS MATURING.

Brian LeRoux: YEAH.

Leo: VERSION 2 IS OUT.

Brian LeRoux: VERSION 2 IT'S ACTUALLY BEEN AROUND FOR FIVE YEARS NOW.

Leo: THAT'S GREAT.

Brian LeRoux: YEAH AND SO VERSION 2 WAS RELEASED JUST THIS CHRISTMAS.

Leo: I HAD NO IDEA IT WAS THAT OLD WOW.

Brian LeRoux: YEAH IT'S BEEN AROUND FOR A WHILE. IT'S ONLY BEEN IN VERSION 2 FOR A COUPLE OF MONTHS NOW.

IT WAS KIND OF A CHRISTMAS PRESENT TO DEVELOPERS AND --

Leo: IS IT STILL DAVID HEINEMEIR HANSSON WHO WROTE IT?

Brian LeRoux: YES.

Leo: OKAY.

Brian LeRoux: YEAH, HEINEMEIR.

Leo: CAUSE HE WAS THE ORIGINAL CREATOR OF THIS.

Brian LeRoux: THAT'S RIGHT, WITH CONTRIBUTIONS FROM THOUSANDS OF PEOPLE AROUND THE WORLD.

Leo: OF COURSE IT'S AN OPENSOURCE PROJECT RIGHT?

Brian LeRoux: YEAH.

Leo: YEAH.

Brian LeRoux: YEAH.

Leo: SO BUT HE'S STILL

LEADING THE, LEADING THE CHARGE.

Brian LeRoux: HE'S STILL

LEADING THE CHARGE AND SO WITH

RAILS 2 THERE'S ALL KINDS OF

NEW AND EXCITING THINGS AND --

Leo: WHAT ARE THE ADVANTAGES?

Brian LeRoux: WELL RAILS 2 BUILDS ON RAILS 1 AND

INTERESTINGLY BY BUILDING ON IT

THEY REMOVED A WHOLE BUNCH OF STUFF.

THEY TOOK OUT A WHOLE BUNCH OF

CODE AND THEY MADE IT SIMPLER.

Leo: REALLY?

Brian LeRoux: SO LESS CODE, UM --

Leo: BUT IT DOES AS MUCH OR MORE?

Brian LeRoux: IT DOES AS MUCH.

Leo: YEAH.

Brian LeRoux: AND MORE.

Leo: YEAH.

Brian LeRoux: UM BUT WITH

LESS CODE AND SO LESS CODE HAS

A WHOLE BUNCH OF ADVANTAGES, UM.

Leo: SO HERE'S AN EXAMPLE.

WE HAVE SOME CODE HERE.

Brian LeRoux: HERE'S AN

EXAMPLE OF WHAT WE CALL

MIGRATION, WHICH LETS US DO

SOME DATABASE MAGIC.

Leo: SO THIS IS WHAT YOU'D

HAVE TO WRITE AS THE PROGRAMMER.

Brian LeRoux: AS A PROGRAMMER YOU'D BE WRITING ALL

THIS CODE.

Leo: RIGHT.

Brian LeRoux: AND THAT WAS

THE BEFORE AND THIS IS THE AFTER.
AND IT'S A SUBTLE CHANGE BUT
IT'S A LOT LESS CODE AND A LOT
LESS THINKING FOR THE USER SO
OR FOR THE DEVELOPER.

Leo: DO YOU FIND THAT WEB
FRAMEWORKS LIKE THIS AND THERE
ARE MANY CONFINE YOU AT ALL?
I MEAN DO YOU FEEL LIKE WELL I
HAVE TO DO IT THIS WAY CAUSE
THAT'S THE RUBY WAY?

Brian LeRoux: YEAH I MEAN --

Leo: OR THE RAILS WAY?

Brian LeRoux: THERE ARE,
THERE ARE CONSTRAINTS AND THOSE
CONSTRAINTS ARE WHAT THE POWER
IS IN RUBY.
SO WHEN YOU ACCEPT THAT WE HAVE
TO DO THINGS IN A CERTAIN
METHODOLOGY WE CAN MAKE
EXPECTATIONS ON HOW THINGS WORK.

Leo: RIGHT.

Brian LeRoux: SO --

Leo: RIGHT.

Brian LeRoux: BY PLURALIZING
FOR EXAMPLE POSTS WE KNOW
THERE'S GONNA BE A DATABASE
TABLE CALLED POSTS AND WILL BE
AN OBJECT CALLED POST.

Leo: SO INSTEAD OF --

Brian LeRoux: IT'S A LITTLE SIMPLER.

Leo: LIKE CREATING SOMETHING
CALLED POSTS, THAT'S VERY INTERESTING.

Brian LeRoux: YEAH.

Leo: BY CREATING SOMETHING
CALLED POSTS PLURAL --

Brian LeRoux: YEAH.

Leo: YOU AUTOMATICALLY GET A
DATABASE CALLED POSTS.

Brian LeRoux: YEAH.

Leo: AND AN OBJECT CALLED POST.

Brian LeRoux: RIGHT.

Leo: JUST IT HAPPENS AUTOMATICALLY.

Brian LeRoux: YEAH SO THESE
ARE THE CONSTRAINTS THAT YOU
END UP WITH BUT --

Leo: BUT YEAH I CAN SEE THE
ADVANTAGE TO THAT.

Brian LeRoux: THERE'S HUGE ADVANTAGES.

Leo: YEAH, YEAH.

Brian LeRoux: SO --

Leo: SO WHEN YOU SAY FASTER
IT'S FASTER WITH THE PROGRAM OR
IS RAILS NOW OPERATING FASTER?
IS IT MORE --

Brian LeRoux: RAILS IS ALSO
OPERATING FASTER.

Leo: THAT'S GOOD.

Brian LeRoux: AND SO LESS
CODE MEANS THERE'S LESS CODE TO WRITE.
THERE'S LESS CODE TO DEBUG.

Leo: RIGHT.

Brian LeRoux: THERE'S LESS CODE TO FIX.

Leo: MORE RELIABLE IS IMPORTANT.

Brian LeRoux: MORE RELIABLE.

Leo: YEAH.

Brian LeRoux: AND IT'S EASIER TO CHANGE
WHEN THERE'S LESS CODE TOO.

Leo: RIGHT.

Brian LeRoux: SO ANOTHER
THING THAT THEY'VE DONE IS
THEY'VE BUILT IN SEQUEL LIGHT
SUPPORT WHICH COMES WITH OS X
SO THERE'S NO DATABASE SETUP ANYMORE.

Leo: THAT'S NICE.

Brian LeRoux: WE'RE JUST ROLLING IMMEDIATELY YOU KNOW.

Leo: WOW THAT'S GREAT.
NOW SOMEBODY SAID LEOPARD WAS
GONNA INCLUDE RAILS.
I THINK THAT THEY DID IT.

Brian LeRoux: IT DOES.

Leo: IT DOES?

Brian LeRoux: YEAH.

Leo: IT'S IN?

Brian LeRoux: YEAH.

Leo: 1.0 THOUGH NOT 2.0?

Brian LeRoux: UM 1.1 --

Leo: OR 1.6?

Brian LeRoux: 2-3 OR SOMETHING LIKE THAT.

Leo: YEAH, YEAH.

Brian LeRoux: BUT IT'S REALLY EASY TO UPGRADE.
IT'S JUST TAKES A FEW MINUTES.

Leo: OKAY.

Brian LeRoux: YEAH.

Leo: OKAY.

Brian LeRoux: UM SO THERE'S LESS CODE.
THERE'S ALSO A WHOLE BUNCH OF
CACHING BUILT IN NOW.

AND SO CACHING LONG STORY SHORT
IS NOT MAKING EXTRA TRIPS BACK
TO THE DATABASE --

Leo: RIGHT.

Brian LeRoux: OR BACK TO THE SERVER.

Leo: AN EXAMPLE IS TWITTER
WHICH IS WRITTEN IN RUBY ON
RAILS AND IT HAS A LOT OF
TRANSACTIONS GOING ON ALL THE TIME.

Brian LeRoux: YES.

Leo: THE, THE, THE MORE YOU
CAN CACHE THAT STUFF.

Brian LeRoux: THAT'S RIGHT.

Leo: THE FASTER IT'S GONNA BE.

Brian LeRoux: THAT'S RIGHT.

Leo: IF YOU HAVE TO MAKE A
DATABASE QUERY FOR EVERY BIT OF
INFORMATION IT'S GONNA REALLY
KILL YOUR PERFORMANCE.

Brian LeRoux: YEAH MIGHT
HAVE SOME DOWNTIME.

Leo: MIGHT.

YEAH IT'S AN INSIDE JOKE.
WHO KNOWS?

Brian LeRoux: IT COULD HAPPEN.

Leo: IT COULD HAPPEN.

Brian LeRoux: SO YEAH QUERY CACHING.
ASSET CACHING SO THAT MEANS
IT'LL TAKE --

[Both talking at once]

Leo: IMAGES AND THINGS.

Brian LeRoux: IMAGES, YOUR
JAVASCRIPT, YOUR CSS FILES,

IT'LL ALL COMPRESS IT DOWN AND
IT'LL SEND IT BACK DOWN THE
PIPE AS ONE CACHE BIT.

Leo: THAT'S COOL.

Brian LeRoux: WHICH IS REALLY COOL.
AND ASSET SERVERS WHICH IS
SOMETHING I'M SURE TWITTER'S
ALREADY DOING.
AND THAT MEANS THE WEB BROWSING
WILL CREATE A WHOLE BUNCH OF CONNECTIONS.

Leo: MMM-HMM.

Brian LeRoux: IF THEY'RE IN DIFFERENT DOMAINS.
BUT IT CAN ONLY CREATE TWO TO
THE SAME DOMAIN.
AND SO THERE'S A LITTLE BIT OF
TRICKERY INSIDE OF RAILS 2
THAT'LL ALLOW YOU TO CREATE A
WHOLE BUNCH OF REQUESTS BUT
SEND IT BACK TO ONE DOMAIN.

Leo: I HAVE NO IDEA WHAT
YOU'RE TALKING ABOUT BUT I'M
SURE SOMEBODY DOES AND IT'S --

Brian LeRoux: IT MAKES THINGS FASTER.

Leo: IT'S A GOOD THING.

Brian LeRoux: IT MAKES THINGS FASTER.

Leo: BUT SCAFFOLDING IS KIND
OF A NEAT IDEA.
SCAFFOLDING IS WHEN YOU FIRST
CREATE YOUR RUBY ON RAILS
PROJECT YOU JUST TYPE A FEW
WORDS AND IT BUILDS --

Brian LeRoux: YES.

Leo: KIND OF THE, THE, THE

STRUCTURE OF THE WHOLE THING.

IT CREATES THE FOLDERS.

IT CREATES THE FILES.

IT'S KIND OF REMARK, IT'S KIND
OF MAGIC.

Brian LeRoux: IT THROWS EVERYTHING UP FOR YOU.

Leo: YEAH.

Brian LeRoux: SO YOU'RE MOVING A LOT QUICKER.

Leo: YEAH.

Brian LeRoux: YOU DON'T HAVE
TO BUILD ALL THIS STUFF OVER
AND OVER AGAIN.

SO IT TAKES ALL THE REPETITIVE
WORK OUT OF DOING YOUR DEVELOPMENT.
AND SO SCAFFOLDING --

Leo: THAT HASN'T CHANGED I HOPE.
THEY WE NEED THAT.

Brian LeRoux: SCAFFOLDING'S CHANGED A LOT.

Leo: OH IT HAS?

Brian LeRoux: SO SCAFFOLDING
WAS ALMOST A DIRTY WORD IN RAILS 1.
IT STARTED TO BE ASSOCIATED
WITH BAD CODING PRACTICE.
AND IT, IT GENERATED A WHOLE
BUNCH OF CODES SO WE CAN TAKE A
LOOK OVER HERE AT AN EXAMPLE OF
SOME OLDER SCAFFOLDING.

AND SO THIS IS --

Leo: THIS IS ALL GENERATED
BY RAILS, IT CREATED CODE BY RAILS?

Brian LeRoux: YEAH AND SO NOW THIS ISN'T VERY MUCH CODE.
BUT BY WHOOPS BY TODAY'S
STANDARDS IN RAILS THIS WOULD

BE CONSIDERED A LOT OF CODE AND
A LOT OF UNNECESSARY CODE.

Leo: REALLY? OKAY.

Brian LeRoux: IT'S ALSO NOT
REALLY THE, THE PRETTIEST CODE.
I DON'T KNOW IF WE CAN SEE DOWN THERE.
SO YOU'VE GOT DIFFERENT
METHODS, DESTROY, UPDATE,
CREATE, SHOW AND THEN YOU'VE
GOT TO DO UP HERE THERE'S A VERIFY.
AND THAT'LL VERIFY YOU KNOW IF
IT'S A POST YOU CAN ONLY
DESTROY, CREATE, UPDATE AND
THAT SORT OF THING.

Leo: OKAY.

Brian LeRoux: UM SO RAILS 2
HAS IMPROVED THIS A LOT AND WE
CAN TAKE A LOOK BACK AT MY COMPUTER.
AND SO BEFORE IT WAS VERBOSE,
THE FORMS WERE UGLY AND IT WAS
JUST CONSIDERED BAD FORM.
RAILS 2 IT'S ACTUALLY
CONSIDERED GOOD FORM TO USE --

Leo: IT MAKES SENSE.
THE CODE IT GENERATES IS
CLEANER AH MORE ELEGANT?

Brian LeRoux: MORE ELEGANT
AND MORE CAPABLE.
AND SO THIS IS AN EXAMPLE OF
SOME RAILS 2 CODE --

Leo: I'M JUST GONNA HAVE TO
TAKE YOUR WORD FOR IT CAUSE IT
ALL LOOKS EXACTLY THE SAME TO ME.

ALL RIGHT, BUT I, BUT I BELIEVE YOU.

IT'S MORE ELEGANT.

Brian LeRoux: IT, IT, IT

LOOKS CLOSER AND WHAT IT DOES

OUT OF THE BOX IS THIS RESTFUL STUFF.

AND SO RESTFUL MEANS IT'S AWARE

OF WHAT KIND OF REQUESTS.

SO TO SHOW YOU LIVE WHAT IT

LOOKS LIKE IF WE LOOK HERE,

I'VE JUST SET THIS UP.

I'VE GOT THIS POST.

I WANT TO CREATE A NEW POST,

PROBABLY UP HERE.

Leo: THIS IS A RUBY ON RAILS

APPLICATION RUNNING OBVIOUSLY

NOT WITHOUT A LOT OF STYLING.

Brian LeRoux: YEAH SO THIS

IS WHAT YOUR SCAFFOLDING LOOKS

LIKE SO IT'S KIND OF UGLY.

Leo: THIS IS WHAT YOU GET

WHEN YOU FIRST RUN IT?

Brian LeRoux: YEAH.

Leo: OKAY.

Brian LeRoux: BUT IT LEAVES

YOU LEAVES IT UP TO YOU TO DO

WHAT YOU WANT.

SO THIS ISN'T TOO

GROUNDBREAKING HERE, THIS IS

JUST POST.

THIS IS WHERE THE RESTFUL STUFF

GETS INTERESTING.

WE CAN GENERATE X AMOUNT --

Leo: UH-HUH.

Brian LeRoux: WITH THE SAME
CODE THAT WE GENERATED THE HTML
AND SO WE'VE JUST HALVED THEIR
DEVELOPMENT FOR PROVIDING WEB
APIS WHICH IS REALLY EXCITING.

Leo: SO IF, IF YOU'RE A
DEVELOPER AND YOU'RE DEVELOPING
SOMETHING FOR THE END USER
THAT'S TEXT ON THE SCREEN, YOU
ALSO HAVE A BACKEND COMING
ALONG THAT MAKES IT SO MUCH
EASY FOR OTHER COMPUTERS --

Brian LeRoux: YES.

Leo: TO ACCESS THE DATA THAT
YOU'RE GENERATING.

Brian LeRoux: YES.
AND SORT OF THE WAY THE FUTURE
OF THE WEB IS WORKING, WE'RE
GETTING ALL THESE SMALL PIECES
LOOSELY JOINED.

Leo: RIGHT, RIGHT.

Brian LeRoux: AND WEB
APPLICATIONS ARE TALKING TO
EACH OTHER AND SO THIS IS GONNA
MAKE THE DEVELOPERS LIFE A LOT EASIER.

Leo: DON'T BE AFRAID.
IT'S OKAY FOR THE MACHINES TO
TALK TO ONE AND OTHER.
THEY'RE NOT PLANNING AN
OVERTHROW OR WORLD DOMINATION.

Brian LeRoux: WE HOPE.

[Laughs]

[MUSIC]

Leo: WE HOPE.

NO IT'S GOOD BECAUSE THAT'S,
THAT'S WHERE YOU GET SYNDICATION.
YOU GET RSS FEEDS.
YOU GET ALL SORT OFS INTERACTION --

Brian LeRoux: YES.

Leo: THAT'S REALLY POWERFUL.

Brian LeRoux: YES.

Leo: REALLY IT'S EXCITING.

SO RUBY ON RAILS 2.

SO IT'S EASY TO UPGRADE?

IS IT A GEM THAT YOU CAN RUN TO
UPGRADE IT OR?

Brian LeRoux: YOU GOT IT.

Leo: OKAY.

Brian LeRoux: AH --

[Blank for boards]

Leo: SIMPLE AS THAT.

Brian LeRoux: AND YOU'RE ON RUBY ON RAILS 2.

Leo: THAT'S REALLY COOL.

Brian LeRoux: YEAH.

Leo: VERY EXCITING.

THEN YOU HAVE TO GET A WHOLE
NEW BOOK AND LEARN EVERYTHING
ANEW, BUT THAT'S OKAY.

Brian LeRoux: YEAH THAT'S FINE.

WELL IT'S ALSO, IT'S ALSO ON
THE WEB.

THERE'S LOTS OF BLOGS.

Leo: PROGRAMMERS LIKE THAT.

Brian LeRoux: YEAH.

Leo: THEY LIKE TO, TO UPDATE THEIR SKILLS.
ARE YOU WRITING IN RAILS NOW

ENTIRELY PRETTY MUCH?

Brian LeRoux: AH YEAH.

Leo: THAT'S NEAT.

Brian LeRoux: THAT'S ONE OF THE KEY FRAMEWORKS WE'RE USING. WE'RE KEEPING A CLOSE EYE ON A COUPLE OF OTHER ONES IN THE RUBY WORLD RIGHT NOW.

Leo: YEAH.

Brian LeRoux: THERE'S ANOTHER CALLED MERB, WHICH IS REALLY INTERESTING.

Leo: FRAMEWORKS ARE WHERE IT'S AT THOUGH. EVEN IN PYTHON AND PEARL NOW.

Brian LeRoux: DJANGO AND JFILE IS REALLY COOL, YEAH, YEAH.

Leo: YEAH, YEAH. SO IT'S REALLY EXCITING.

Brian LeRoux: YEAH.

Leo: IT MAKES IT MUCH EASY TO PROGRAM AS IT SHOULD BE. IN FACT THIS WAS ALWAYS WHAT YOU KNOW EVERYBODY SAID IS AT SOME POINT THE COMPUTER'S GONNA WRITE A LOT OF THE CODE AND PROGRAMMERS CAN FOCUS ON A HIGHER LEVEL AND THAT'S EXACTLY WHAT WE'RE SEEING RIGHT NOW.

Brian LeRoux: YEAH IT JUST STARTED.

Leo: THE COMPUTER COULD DO THE BORING STUFF.

Brian LeRoux: YEAH.

Leo: LET'S DO THE INTERESTING STUFF.

BRIAN LEROUX'S A SOFTWARE
ARCHITECT AT NITOBI.

[Pop captions up]

Leo: HE'S BEEN TALKING ABOUT
THE LATEST RUBY ON RAILS.

HE ALSO HAS A BLOG, WHICH I
DIDN'T REALIZE.

WHAT'S THE NAME OF YOUR BLOG?

[Blank for boards]

Leo: SO YOU TALK ABOUT THIS
KIND OF STUFF THERE TOO IF
PEOPLE ARE PROGRAMMERS OR?

Brian LeRoux: WELL IT'S A TUMBLE BLOG.
SO I SEND EVERYTHING DOWN THERE.

Leo: OH FUN, I'LL SEND YOU
STUFF, WESTCOASTLOGIC --

Both: .COM.

Brian LeRoux: YEAH.

Leo: THANK YOU BRIAN, GREAT
TO TALK TO YOU.

Brian LeRoux: THANKS LEO.

Leo: GOOD TO SEE YOU.

ALL RIGHT WE'LL BE BACK WITH
MORE OF YOUR CALLS, MORE
ANSWERS TO YOUR QUESTIONS WHEN
"THE LAB" CONTINUES.

YOU STAY RIGHT HERE.

[MUSIC]

8, 7, 6, 5 COMMERCIALS, 4, 3, 2, 1.

[MUSIC]

[Pop captions down]

[Commercial break]

[MUSIC]

Kate: HEY WELCOME BACK TO
"THE LAB WITH LEO".
I'M KATE ABRAHAM AND NOW ITS
TIME FOR MY TIP OF THE DAY.
AND I'M GOING TO APOLOGIZE IN
ADVANCE, IF YOU LOVE TETRUS AND
SPEND TOO MUCH TIME PLAYING
TETRUS STACKOPOLIS IS GONNA
REALLY RUIN YOUR LIFE AND
PROBABLY YOUR WORKING
ENVIRONMENT AS WELL.
I'M REALLY, REALLY SORRY.
IT'S A GREAT GAME AND IT'S SO ADDICTIVE.

[Pop captions up]

Kate: SO IT'S CALLED --

[Blank for boards]

Kate: AND THE IDEA IS YOU
CREATE A METROPOLIS USING A
STACKING SYSTEM.

Leo: OH.

[Pop captions down]

Kate: SO THE FIRST LEVEL IS
FAIRLY SIMPLE AND AS YOU CAN
SEE WHAT HAPPENS WHEN IT LOADS
THROUGH YOU'VE GOT NUMBERS DOWN HERE.
I WILL ZOOM IN SO YOU CAN SEE
THOSE THE NUMBERS HERE.
SO YOU HAVE TO STACK ONE ON THE
OUTER SYSTEM, AND THEN YOU HAVE
TO STACK TWO AND THEN THREE.
YOU CLICK AND SO YOU SUDDENLY
DRAG AND DROP AND YOU KNOW IT'S

AGAINST THE CLOCK.

Leo: OH I HATE THAT.

Kate: AND IT GETS FASTER AND HARDER --

Leo: OH NO.

Kate: AND THE IDEA IS YOU DO

THIS AND AH, AH I MEAN IT'S

VERY STRESSFUL AND THEN --

Leo: AND WHAT ARE YOU TRYING TO DO?

Kate: YOU'RE TRYING TO BUILD A METROPOLIS.

Leo: OKAY WELL I'LL TAKE YOUR WORD FOR IT.

Kate: HONESTLY GIVE IT A GO--

Leo: I CAN'T WAIT.

[Both talking at once]

Kate: SO YOU CAN REALLY DO IT AGAIN.

Leo: I CAN'T WAIT.

Kate: STACKOPOLIS.COM.

Leo: AND IT'S ALL ON THE

WEB, IT'S NOT A DOWNLOAD IT'S

ALL ON THE WEB?

Kate: OR YOU CAN DOWNLOAD IT

BUT YOU CAN ALSO PLAY IT ONLINE.

Leo: -- STACKOPOLIS.

Kate: STACKOPOLIS.

Leo: VERY EXCITING.

SO WHAT IS THE URL FOR THAT?

Kate: IT IS STACKOPOLIS.COM--

Leo: REALLY?

Kate: FORWARD SLASH PLAY.

Leo: SO LET'S GET OUR NEXT

CALLER ON HERE.

WHAT DO YOU SAY?

Kate: INDEED WE ARE GOING TO

TALK TO J-LYNNE FROM SURREY IN B.C.

Leo: WE'LL LOSE HER.

QUICK, QUICK, QUICK --

Kate: I KNOW, I KNOW.

Leo: 9, 8, 7.

HEY J-LYNNE.

J-Lynne: HI LEO.

Leo: WELCOME TO THE SHOW.

J-Lynne: HOW ARE YOU?

Leo: I'M GREAT.

HOW ARE YOU TODAY?

J-Lynne: I'M GREAT.

Leo: WHAT CAN I DO FOR YOU?

J-Lynne: I MY QUESTION WAS
REGARDING DELETING HISTORY.

Leo: WHAT IS IT?

J-Lynne: WHEN I GO TO DELETE
MY HISTORY IT DELETES.

Leo: OH YES.

J-Lynne: BUT THEN IF I GO
BACK TO SEARCH SOMETHING LET'S
SAY ANYTHING THAT I'VE SEARCHED
BEGINNING WITH S --

Leo: YEAH.

J-Lynne: IT STILL COMES UP.

Leo: SO LIKE RIGHT HERE AND
YOU'RE TALKING ABOUT THE
GOOGLE, THE LITTLE GOOGLE THING.

J-Lynne: YEAH.

Leo: WHICH BROWSER ARE YOU
USING FIRST OF ALL?

J-Lynne: XP.

Leo: AH INTERNET EXPLORER?

J-Lynne: YEAH.

Leo: OKAY.

SO I'M, I'M, I'M LET'S, LET'S,
I'M, I'M USING FIREFOX HERE AND
I'LL SHOW, SHOW EVERYBODY THIS
IS WHAT WE'RE TALKING ABOUT.

SO I TYPED S AND I SEE
STACKOPOLIS, SOUTHWEST AIR,
SEARS, STAPLES, SKYPE,
SKYSPORT, SONY, SOUTHWEST --

J-Lynne: YEAH.

Leo: SKYNEWS, SCIENTOLOGY.
SO LET'S GO, LET'S GO TO
INTERNET EXPLORER HERE ON WINDOWS.
IE7 OR IE6, WHICH VERSION OF
INTERNET EXPLORER DO YOU KNOW?

J-Lynne: 6.

Leo: OH, WELL FIRST OF ALL I
WANT TO ENCOURAGE YOU TO
UPGRADE TO 7 OKAY?

J-Lynne: OKAY.

Leo: BECAUSE 7 IS MUCH, MUCH
MORE SECURE THAN 6 IS.
IN FACT I DON'T REALLY
RECOMMEND PEOPLE USE IE6 AT ALL.

J-Lynne: OKAY.

Leo: SO HERE WE ARE IN, IN
AND I'M GONNA TYPE MY SEE I
HAVEN'T, I HAVEN'T USED THIS
ENOUGH SO I TYPE S AND I DON'T
GET ANYTHING.
IN FACT I PROBABLY HAVEN'T DONE
ENOUGH SEARCHES IN HERE TO HAVE

ANYTHING AT ALL.

YOU CAN CLEAR THIS THOUGH

THAT'S THE GOOD NEWS.

WE'RE GONNA GO TO TOOLS,

INTERNET OPTIONS.

THEY MIGHT BE A LITTLE BIT

DIFFERENT ON IE6 BUT I THINK

IT'S ROUGHLY THE SAME.

UM LET'S SEE I THINK WE GO TO

THE CONTENT TAB IN HERE AND

WE'RE GONNA DO A COUPLE OF THINGS.

WE'RE GONNA CLEAR THE AUTO

COMPLETE OUT.

SO YOU SEE HERE IT SAYS DELETE

AUTO COMPLETE HISTORY.

J-Lynne: OKAY.

Leo: ACTUALLY WE HAVE TO GO

TO THE GENERAL TAB FOR THAT.

SO THAT'S GENERAL BROWSING

HISTORY DELETE AND YOU'RE GONNA

DELETE EVERYTHING PARTICULARLY FORM DATA.

BELIEVE IT OR NOT THAT'S WHAT

IT THINKS THIS SEARCH HISTORY IS.

SO YOU'RE GONNA DELETE YOUR

HISTORY AND DELETE YOUR FORM DATA.

J-Lynne: OH OKAY.

Leo: OKAY?

J-Lynne: YEAH.

Leo: YOU CAN ALSO DELETE ALL.

NOW YOU CAN ALSO IN IE, THIS IS

KIND OF A NICE THING ABOUT IE

YOU CAN DELETE INDIVIDUAL THINGS.

SO IF THERE WAS ONE SEARCH

THING YOU DON'T WANT ANYBODY TO
SEE YOU CAN ACTUALLY START
TYPING, ARROW DOWN TO THAT
PARTICULAR ONE AND INSTEAD OF
HITTING RETURN TO GO TO IT, I
CAN'T SHOW YOU CAUSE I DON'T
HAVE ANY SEARCH HISTORIES.
BUT YOU PRESS THE DELETE KEY
INSTEAD OF HITTING THE RETURN
KEY AND THAT WILL DELETE THAT
PRACTICE SEARCH TERM.
SO YOU TYPE FEW LETTERS, ARROW
DOWN TO THE ONE TO THE ONE YOU
DON'T LIKE, HIT THE DELETE KEY
IT'LL BE GONE OKAY?

J-Lynne: OH.

Leo: NOW I AM GONNA
RECOMMEND, RECOMMEND THAT YOU
GO TO IE7 OR GO TO FIREFOX.
FIREFOX HAS A REALLY NICE
FEATURE IF YOU'RE USING FIREFOX.
IF I GO TO MY FIREFOX OPTIONS
UM LET'S SEE ITS IN PREFERENCES
AND I GO TO PRIVACY I CAN SAY
ALWAYS CLEAR MY PRIVATE DATA
WHEN I CLOSE FIREFOX.
SO IF YOU'RE WORRIED ABOUT THIS
ON A REGULAR BASIS, NOT JUST
ONE THING YOU WANT TO DELETE ON
FIREFOX IT'LL AUTOMATICALLY
ALWAYS DELETE IT EVERY TIME YOU
CLOSE THE PROGRAM.
AND YOU CAN GIVE IT SOME

SETTINGS TO SAY YOU KNOW DO YOU
WANT SAVE FORM, INFORMATION?
THAT'S THE SEARCH STUFF,
COOKIES, PASSWORDS, YOU CAN
TELL IT WHAT TO DELETE.
OR YOU COULD CLEAR YOUR DATA
MANUALLY RIGHT LIKE THIS,
CLICKING THROUGH YOUR PRIVATE DATA.
NOW SO THIS IS ACTUALLY A NICE FEATURE.
IT'S GOT A KIND OF BROWSING,
PRIVATE BROWSING BUILT IN.
SAFARI DOES ON THE MAC AS WELL.
SO FIREFOX, SAFARI WILL
AUTOMATICALLY DO IT.
BUT YOU COULD DO IT IN INTERNET
EXPLORER JUST BY GOING TO THE
TOOLS, OPTIONS AND INTERNET
OPTIONS AND DELETING THAT FROM
THE GENERAL TAB THAT'S THERE.

J-Lynne: I'VE BEEN WORKING
ON IT FOR MONTHS.

Leo: OH DEAR I'M SORRY.
WELL THERE YOU GO J-LYNNE.

J-Lynne: THANK YOU SO MUCH.

Leo: THANK YOU SO MUCH FOR
WATCHING THE SHOW.

WE APPRECIATE IT.

J-Lynne: WE LOVE IT.

Leo: TAKE CARE.

J-Lynne: KEEP IT GOING.

Leo: THANKS, I REALLY APPRECIATE IT.
ALL RIGHT.

J-Lynne: BYE.

Leo: NOW --

Ryan Yewell: NOW.

Leo: I'M ALWAYS EMBARRASED
WHEN I TYPE YEWELL'S JEWELS AND
POPS ALL OF THOSE JEWELS --

Ryan Yewell: YEAH.

Leo: I WANT TO KNOW ALL OF
MY YEWELL'S JEWELS.

Ryan Yewell: YOU KNOW WE
HAVE TO BLAME FOR THAT.

Leo: YEAH WHY IS THAT?

Ryan Yewell: CAUSE --

Leo: CAUSE JEWELS I MADE THAT UP?

Ryan Yewell: YEAH YOU DID.

Leo: ALL RIGHT.

WHAT IS YOUR JEWEL FOR TODAY?

Ryan Yewell: IT'S FOR MAC,
ITS CALLED BREAKAWAY.

Leo: BREAKAWAY.

Ryan Yewell: ESSENTIALLY IT WORKS WITH ITUNES.
WHENEVER YOU'RE PLAYING
ANYTHING IN ITUNES AND YOU HAVE
YOUR HEADPHONES PLUGGED IN.

Leo: YEAH.

Ryan Yewell: PEOPLE KNOW IF
YOU UNPLUG YOUR HEADPHONES ALL
OF A SUDDEN --

Leo: IT GETS REALLY LOUD.

Ryan Yewell: IT GETS REALLY LOUD.

[Pop captions up]

[MUSIC]

Ryan Yewell: SO I'M GONNA
SORT OF HIT PLAY HERE AND

YOU'RE GONNA SEE THAT IF I
UNPLUG THE JACK YOU'RE GOING TO
BE ABLE TO SEE --

[Pop captions down]

Leo: CAUSE WE'RE HEARING
AUDIO NOW ON OUR, ON THE TV.

Ryan Yewell: OKAY SO I'M
GONNA UNPLUG THE JACK AND --

Leo: ITS SILENT.

Ryan Yewell: THERE YOU GO, IT PAUSES IT.

Leo: IT ACTUALLY PAUSES THIS.
YOU KNOW THE IPHONE DOES THAT,
IT'S SUCH A NICE FEATURE.

Ryan Yewell: YEAH.
AND THEN IF I PLUG THE JACK BACK IN.

Leo: DOES THIS START IT UP AGAIN?

[MUSIC]

Ryan Yewell: IT STARTS IT UP
AGAIN AND IT GETS BETTER.

Leo: THERE'S MORE?

Ryan Yewell: THERE'S MORE.
YOU IF YOU ACTUALLY HIT THE
MUTE BUTTON --

Leo: YEAH.

Ryan Yewell: IT DOES THE SAME THING.

[Both talking at once]

Leo: SO IT PAUSES AND --

Ryan Yewell: PAUSES AND STOPS IT.

Leo: AND MUTES IT.

Ryan Yewell: IT MUTES IT AND
PAUSES IT SO THAT IF THE PHONE
RINGS OR SOMETHING IF YOU HIT,
YOU HIT MUTE YOU'D NORMALLY

STILL KEEP PLAYING.

Leo: RIGHT.

Ryan Yewell: NOW IT STOPS IT.

Leo: THIS IS A GOOD IDEA.

Ryan Yewell: DID IT MUTE AGAIN?

THERE YOU GO.

Leo: BUT I REALLY LIKE THAT
UNPLUG THING.

THAT'S A REALLY --

[Both talking at once]

Ryan Yewell: THERE YOU GO,

YOU UNPLUG THAT.

AND THERE YOU GO.

Both: IT STOPS.

Leo: WHAT'S THAT CALLED?

Ryan Yewell: ITS CALLED BREAKAWAY.

Leo: AND HOW MUCH IS IT?

Ryan Yewell: IT' 100% FREE.

Leo: 100%, 1000%, MY MILLIONS AND MILLIONS --

[Both talking at once]

Ryan Yewell: IT'S INFINITELY FREE.

Leo: INFINITELY FREE.

Ryan Yewell: INFINITELY FREE.

Leo: AND WHERE WOULD WE FIND IT?

[Pop captions up]

[Blank for boards]

Ryan Yewell: FREE FILES, YEWLL'S JEWELS.

Leo: RIGHT THERE.

[Blank for boards]

Ryan Yewell: GO THERE.

Leo: THANK YOU RYAN.

Ryan Yewell: NO PROBLEM.

Leo: THAT'S A GREAT ONE.

THAT'S COOL YEAH.

Ryan Yewell: YEAH.

Leo: RIGHT NOW WE'RE GONNA
TAKE A BREAK BUT WHEN WE COME
BACK OUR WEB WORKSHOP IS HERE.
SUSIE GARDNER IS GONNA TAKE
SOME VIEWER'S SITE AND EXPLAIN
WHAT THEY'RE DOING WRONG AND
HOW THEY COULD DO IT BETTER.
BUT FIRST A LAST CHANCE TO TAKE
OUR QUICK QUIZ QUESTION OF THE DAY.

[Blank for boards]

Leo: THE ASTROLABE USED TO
NAVIGATE THE STARS.
BEER USED TO MAKE PEOPLE LOOK
BETTER IN BARS.
COMPASS USED TO FIND NORTH.
DYNAMO I DON'T KNOW WHAT IT DOES.
SO WHICH IS THE OLDEST?
I DON'T KNOW.
WE'LL FIND OUT WHEN "THE LAB"
CONTINUES, STAY HERE.

[MUSIC]

[Pop captions down]

[Commercial break]

[MUSIC]

[Pop captions up]

Leo: WELCOME BACK TO "THE LAB".
BEFORE THE BREAK WE ASKED YOU --

[Blank for boards]

Leo: NOW I DON'T KNOW, I
HEARD WHEN I WAS IN EGYPT THEY
SAID THAT THE, THE PYRAMIDS THE

WORKERS WHO BUILT THE PYRAMIDS
WERE DRINKING BEER.

SO OBVIOUSLY THEY HAD BEER,
YEAH, YEAH IT'S OLD.

IT'S BEEN GOING ON FOR AGES.

[Pop captions down]

Leo: ALL RIGHT WE'RE GONNA
TALK ABOUT WEBSITES NOW WITH
SUSIE GARDNER.

SHE IS THE AUTHOR OF "BLOGGING
FOR DUMMIES 2.0".

IT JUST HIT THE NEWSTANDS.

SHE'S ALSO AT HOPSTUDIO, SHE'S
THE CREATIVE DIRECTOR THERE AND
YOU'RE GONNA TAKE SOME SORRY.

[Pop captions down]

Leo: THAT'S A BAD THING TO
DO ON TV WHEN YOU WHIP THAT OUT
OF THE SHOT LIKE THAT.

YOU'RE GONNA TAKE SOME POOR
VIEWER'S SITE AND YOU'RE GONNA
TUNE IT.

[Pop captions down]

Leo: WE'RE NOT GONNA SAVAGE IT.
WE'RE JUST GONNA TUNE IT.

Susie Gardner: RIGHT NO SAVAGING.

Leo: WHO'S SITE DO WE HAVE TODAY?

[Pop captions up]

Susie Gardner: TODAY WE HAVE
BIZYBIRD.COM AND THAT'S B-I-Z-Y BIRD.

Leo: I LIKE IT ALREADY.

Susie Gardner: YEAH.

AND THIS IS A COUPLE THAT ARE

SELLING BIRDS OF THE EXOTIC VARIETY.

Leo: COOL.

Susie Gardner: AH ONLINE.

Leo: THERE WE HAVE THE BIG,
THE BIG GRAPHIC AGAIN.

Susie Gardner: WELL IT MAKES --

Leo: PEOPLE LOVE THE BIG GRAPHIC.

Susie Gardner: WELL IT MAKES AN IMPACT.

Leo: GOT TO LOVE THE BIG GRAPHIC.

[Pop captions down]

Susie Gardner: YEAH, SO THIS IS BIZYBIRD.COM.

IT'S JUST A REALLY LITTLE SITE,
AH IN JUST A FEW PAGES.

[Both talking at once]

[Dialogue unintelligible]

Leo: YEAH.

Susie Gardner: AND, AND THEY
WROTE IN AND SAID YOU KNOW THEY
THOUGHT IT'S PRETTY GOOD BUT
THEY WERE ALWAYS LOOKING FOR
NEW INPUT SO.

Leo: AND WE CAN DO THAT.

Susie Gardner: ALL RIGHT.
SO I LIKE THE BIG GRAPHIC, IT'S NICE.

Leo: YOU DON'T MIND THAT?

Susie Gardner: NO.

Leo: CAUSE SOMETIMES YOU'VE
SAID IN THE PAST IT TAKES UP
TOO MUCH SPACE.

Susie Gardner: YOU KNOW THE
HOMEPAGE IS, IS A CHANCE TO USE
SOMETHING LIKE THAT.

Leo: YEAH THAT'S TRUE.

Susie Gardner: AND THIS

ISN'T A NEWSPAPER WEBSITE OR SOMETHING --

Leo: RIGHT.

Susie Gardner: THAT HAS A TON OF INFORMATION.

Leo: RIGHT.

Susie Gardner: SO THIS IS A

GOOD OPPORTUNITY FOR THEM TO

USE A BIG GRAPHIC.

THEY AREN'T USING IT ON THE

INSIDE PAGES.

IF THEY WERE DOING THAT I WOULD

BE, I WOULD BE SAVAGING THAT.

Leo: OKAY.

Susie Gardner: BUT WHAT I

WILL SAVAGE HERE IS ALL THIS

CENTERED TEXT.

Leo: IT IS, IT'S ALL CENTERED ISN'T IT?

Susie Gardner: IT'S ALL CENTERED AND THAT'S REALLY --

[Both talking at once]

Leo: WHY DO SNOBS LIKE YOU

NOT LIKE CENTERED TEXT?

Susie Gardner: WELL I'LL TELL YOU WHY,

IT'S HARD TO READ.

Leo: OH.

Susie Gardner: AND YOUR EYE

TRAVELS ACROSS THAT LINE --

Leo: YOU'RE RIGHT.

YOU'RE RIGHT.

Susie Gardner: AND THEN BECAUSE THERE'S NOT

A HARD LEFT EDGE --

Leo: RIGHT.

Susie Gardner: YOU HAVE TO

SEARCH AROUND TO FIND THE NEXT

LINE TO START READING IT.

Leo: I THINK BECAUSE IT'S SO
EASY TO CENTER TEXT ON THE COMPUTER.
IT DOES IT ALL AUTOMATICALLY.

Susie Gardner: WELL YEAH.

Leo: PEOPLE TEND TO USE IT
MORE AND BUT YOU'RE RIGHT.
IT ISN'T AS READABLE IS IT?

Susie Gardner: IT'S NOT AS
READABLE AND YOU KNOW IT IS
USEFUL IN SMALL AMOUNTS.

Leo: RIGHT.

Susie Gardner: BECAUSE IT DOES HAVE AN IMPACT.
IT SETS IT OFF.

Leo: YEAH.

Susie Gardner: AND IT SAYS
THERE'S SOMETHING SPECIAL ABOUT THIS.

Leo: YEAH.

Susie Gardner: BUT IF YOU
CENTER EVERYTHING THEN THERE'S
REALLY NOTHING SPECIAL ANYMORE.
THE OTHER THING I WOULD SAY
HERE IS THAT THE TEXT BECAUSE
THEY HAVE USED, THEY'RE USING
WHAT'S CALLED A LIQUID LAYOUT,
WHICH MEANS THAT IT EXPANDS
WITH THE BROWSER WINDOW.

Leo: UH-HUH.

Susie Gardner: HERE, WELL IF
YOU HAVE A BIG SCREEN LIKE MINE
THE BROWSER WINDOW CAN GET
PRETTY WIDE, SO TEXT THAT GOES
JUST ALL THE WAY ACROSS THE SCREEN.

Leo: THAT'S NOT GOOD.

Susie Gardner: AND THAT'S ALSO KIND OF HARD TO READ SO.

Leo: LONG LINES ARE HARDER
TO READ AREN'T THEY?

Susie Gardner: YEAH.

Leo: YOU WANT KIND OF A
MIDDLE SIZE, NOT TOO SHORT AND
NOT TOO LONG.

Susie Gardner: YEAH.

AND, AND ALONG WITH THAT WITH
READABILITY AS ALWAYS I'M NOT A
FAN OF THE PATTERNED BACKGROUNDS.

Leo: HMM.

Susie Gardner: AH THEY, THEY
JUST THEY MAKE TEXT ESPECIALLY
SMALL TEXT --

Leo: YEAH.

Susie Gardner: AND COLOURED
TEXT LIKE THIS REALLY HARD TO READ.
AND YOU CAN SEE THAT'S GOING ON
HERE, WE HAVE A, A, IT'S A SUBTLE PATTERN.
I'LL GIVE EM THAT GOING ON IN
THE BACKGROUND AND THEN WE HAVE
THIS KIND OF REDDISH COLOUR
TEXT ON IT THAT'S NOT THAT BIG
AND I FIND IT JUST YOU KNOW --

Leo: NOT GREAT.

Susie Gardner: IT'S A LITTLE HARD ON THE EYES.

Leo: NOTICE HOW MUCH EASIER
THE GREEN IS TO READ THAN THE RED.

Susie Gardner: YEAH.

SO COLOUR WOULD MAKE A
DIFFERENCE HERE IF YOU REALLY

WANT TO KEEP THE PATTERNED BACKGROUND.

TEXT SIZE MIGHT MAKE A DIFFERENCE.

Leo: YEAH.

Susie Gardner: UM BUT I THINK THE TEXT COLOUR IS PROBABLY THE BIG AREA WHERE IF YOU WANT TO KEEP THAT PATTERNED BACKGROUND CHANGED THE TEXT COLOUR.

Leo: I'M NOT CRAZY ABOUT RED TEXT.

Susie Gardner: IT'S A LITTLE HARD ON THE EYES.

Leo: YEAH.

Susie Gardner: YEAH.

Leo: YEAH.

Susie Gardner: SO THEN WE'LL MOVE ON AND THE INSIDE PAGES I THINK I MENTIONED WERE THEY DON'T HAVE A BIG GRAPHIC.

Leo: GOOD.

Susie Gardner: AND THEY'RE DOING SOME NICE THINGS HERE WITH PHOTOS OF THE BIRDS, WHICH IS REALLY WHAT YOU NEED TO SELL THIS PRODUCT.

Leo: OH THERE YOU GO.

LOOK AT THOSE PARROTS, THEY'RE BEAUTIFUL.

[Both talking at once]

Susie Gardner: -- YOU NEED THESE BEAUTIFUL BIRDS UP HERE.

Leo: OH THEY'RE GORGEOUS.

Susie Gardner: SO THEY'VE GOT THESE GREAT PICTURES AND IN SORT OF A PHOTO GALLERY PRESENTATION WHERE YOU CAN CLICK ON THE THUMBNAIL.

BUT IT JUST TAKES YOU STRAIGHT
TO THE IMAGE FILE.

Leo: HMM.

Susie Gardner: SO YOU LOSE
ANY BRANDING OF YOUR WEBSITE
THAT YOU MIGHT HAVE.

Leo: THERE'S NO NAVIGATION.

Susie Gardner: YEAH THERE'S
NO NAVIGATION CAUSE WE'RE JUST
LOOKING AT THE FILE.

Leo: RIGHT.

Susie Gardner: WE'RE NOT
LOOKING AT A WEBPAGE ANYMORE.
AND AS THE USER IF I WANT TO
CLICK TO THE NEXT PHOTO I'VE
ACTUALLY GOT TO GO BACK TO THIS PAGE --

Leo: RIGHT.

Susie Gardner: CLICK ON THE NEXT ONE.
SO I WOULD ENCOURAGE THESE
FOLKS TO EXPLORE SOME OF THE
REALLY GOOD TOOLS OUT THERE TO
DO ONLINE PHOTO GALLERIES,
FLICKR IS ONE.

YOU KNOW I LOOKED IT UP AND
THERE'S A WHOLE LIST FLICKR'S
ONE, ZEN PHOTO IS ONE.

Leo: RIGHT.

Susie Gardner: THERE'S EVEN
ONE CALLED COFFEECUP PHOTO
GALLERY THAT'S A PAID ONE.

[Both talking at once]

Leo: IT MAKES IT VERY EASY.

Susie Gardner: WITH LOTS OF SUPPORT.

Leo: YEAH IT MAKES IT VERY EASY.

Susie Gardner: SO THERE'S
SOME REALLY GOOD OPTIONS OUT
THERE THAT THE PEOPLE COULD
REALLY TAKE ADVANTAGE OF.

Leo: YEAH.

Susie Gardner: THEN TO GO WITH SOMETHING LIKE THIS.

Leo: YEAH.

Susie Gardner: CAUSE IT'S
THIS IS REALLY WHAT'S GONNA
SELL YOUR PRODUCT.

Leo: IT'S ABOUT THE PICTURES.

Susie Gardner: YEAH.

Leo: YEAH.

Susie Gardner: AND JUST TO
REINFORCE THAT CENTERED TEXT
THING THERE YOU GO.

Leo: OH BOY.

Susie Gardner: IT'S PRETTY HARD TO READ.

Leo: AT LEAST IT DOESN'T
SPREAD OUT ACROSS THE PAGE NOW.

Susie Gardner: MMM-HMM.

Leo: BUT STILL YEAH.

Susie Gardner: AND MY FINAL
POINT HERE IS AH THE NAVIGATION
TYPICALLY IS ORDERED FROM MOST
TO LEAST IMPORTANT.

Leo: RIGHT.

Susie Gardner: WITH ONE EXCEPTION, THE CONTACT
INFORMATION IS OFTEN THE LAST
NAVIGATION ITEM.

Leo: HOME IS USUALLY THE
FIRST, CONTACT THE LAST.

Susie Gardner: CONTACT THE LAST, YEAH.

Leo: THEN --

Susie Gardner: AND IN BETWEEN YOU WANT TO GO --

Both: MOST TO LEAST.

Susie Gardner: SO IN THIS

CASE THEY'VE GOT THE PHOTO

GALLERIES UP THERE FIRST HERE.

BUT THEN THEY'VE GOT THIS LINKS

PAGE, WHICH I ACTUALLY THINK IS

A WHOLE LOT LESS IMPORTANT.

IT'S LINKS TO OTHER WEBSITES

THAT ARE RESOURCES FOR BIRDS.

Leo: RIGHT.

Susie Gardner: AND THAT'S

THEY'VE GOT THAT BEFORE PRICES

AND BABIES AVAILABLE.

Leo: OH THAT SHOULD BE FIRST.

Susie Gardner: AND I THINK THOSE --

Leo: YEAH, THEY CAN GO WAY UP.

Susie Gardner: THOSE LINKS

NEED TO BE YOU KNOW MUCH HIGHER.

Leo: YEAH.

Susie Gardner: AND YOU COULD

INCREASE THE SIZE OF THAT NAVIGATION TOO.

Leo: YEAH.

Susie Gardner: IT'S PRETTY SMALL HERE.

Leo: BUT IT GETS THE JOB DONE.

Susie Gardner: IT GETS THE JOB DONE.

Leo: AND THAT'S IT'S A GOOD,

IT'S A SITE, IT'S AN, IT'S AN

EFFECTIVE SITE IN THAT SENSE.

Susie Gardner: YEAH.

Leo: AND I'M GLAD TO SEE ALL THOSE PARROTS.

[Pop captions up]

Susie Gardner: WHAT I REALLY
LIKE ABOUT THE SITE IS THAT YOU
KNOW YOU CLEARLY HAVE I MEAN
YOU READ THE TEXT --

Leo: YOU KNOW WHAT YOU'RE GETTING.

Susie Gardner: YOU LOOK AT
THE PHOTOS YOU GET A SENSE THAT
THESE PEOPLE REALLY CARE ABOUT
THEIR BIRDS.

Leo: YEAH, YEAH.

Susie Gardner: AND THAT YOU
KNOW IF YOU WERE IN THE MARKET
FOR A BIRD LIKE THIS --

Leo: YEAH.

Susie Gardner: YOU WOULD
WANT ONE THAT'S COMING FROM A
GOOD HOME --

[Both talking at once]

Leo: GOOD POINT, IN THE
PARROTS BIRD BILL OF RIGHTS.

Susie Gardner: YEAH.

Leo: VERY GOOD POINT.

Susie Gardner: AND THE DESIGN SAYS THAT TOO.

Leo: YEAH.

[Pop captions down]

Susie Gardner: YEAH.

Leo: THANK YOU SUSIE.
SUSIE IS FROM HOPSTUDIOS,
HOPSTUDIOS.COM AND HER NEW BOOK
"BLOGGING FOR DUMMIES" JUST CAME OUT.
YOU CAN GET YOUR COPY AT
NEWSTANDS EVERYWHERE BECAUSE IT

IS ONE OF THOSE DUMMIES BOOKS

THAT IS AT --

Susie Gardner: EVERYWHERE.

Leo: EVERYWHERE, "BLOGGING FOR DUMMIES 2.0".

THANK YOU SUSIE GREAT TO SEE YOU AGAIN.

Susie Gardner: YOU TOO.

Leo: ALL RIGHT, A FINAL WORD

COMING UP RIGHT AFTER THIS.

STAY HERE.

[MUSIC]

Leo: OH HI WELCOME BACK.

DID YOU SEE MY CUTE LITTLE COMPUTER?

Kate: I AM IN LOVE WITH THIS.

Leo: ISN'T THAT CUTE?

THIS IS THE ONE LAPTOP PER CHILD.

THE IDEA WAS TO MAKE \$100

LAPTOP THAT COULD BE SOLD TO

DEVELOPING NATIONS FOR THEIR SCHOOLS --

Kate: MMM-HMM.

Leo: SO KIDS COULD LEARN TECHNOLOGY.

NICK NEGROPONTE AT THE MIT

MEDIA LABS WAS THE GUY WHO CAME

UP WITH THIS.

AND YOU KNOW I GOT THIS BECAUSE

I DONATED TO THE PROJECT AND

THEY HAVE A GET THEY DON'T DO

IT ANYMORE.

UNFORTUNATELY THE GIVE ONE, GET

ONE PROGRAM AND I GOT MINE.

IT'S GOT LITTLE TINY KEYS.

I MEAN YOU --

Kate: I HAVE REALLY CHUNKY

FINGERS AND HONESTLY YEAH --

[Both talking at once]

Leo: YEAH IT'S HARD TO TYPE ON.
BUT IT'S GOT A GREAT I HAVE TO
SAY A GREAT SCREEN.
IT HAS SOME NEAT STUFF.
I MEAN THIS THING COMES IT
COMES WITH A CAMERA.
HERE LET ME, LET ME LAUNCH THE--

Kate: AND YOU CAN SURF ON
THAT AS WELL RIGHT?
YOU CAN DO ALL THAT?

Leo: YOU CAN SURF THE NET.
I'VE GOT, I'VE GOT THE WEB GOING HERE.
I MEAN THIS IS THE LOOK THIS IS
THE, THE KIND OF THE, THE MAIN
SCREEN WHERE YOU SEE WHAT
ACTIVITIES YOU'VE GOT.
AND I'VE WATCHED FOUR PROGRAMS
AND I'VE GOT EM RUNNING ALL AT
THE SAME TIME.

Kate: AWESOME.

Leo: LET ME, LET ME LAUNCH
THE BROWSER GO BACK TO THE
BROWSER HERE.
YOU CAN SEE WE'VE GOT THERE'S
THE BROWSER AND IT'S USING WI-FI.
THAT'S WHAT THESE LITTLE EARS ARE.
AND YOU KNOW ONE OF THE NEAT
THINGS IS NOT ONLY DOES IT USE
WI-FI BUT IT WILL SPREAD WI-FI.
SO IF ONE KID HAS A CONNECTION
THE OTHER KIDS IN THE CLASSROOM
CAN ALL CONNECT OFF OF THAT --

Kate: OH OKAY.

Leo: SAME KID SO THAT'S KIND OF NEAT.

Kate: ITS GOT MUSIC

SOFTWARE, A LOT OF EDUCATIONAL
SOFTWARE, PROGRAMMING SOFTWARE
AND MORE.

I MEAN IT'S A REALLY I HAVE TO
SAY I'M REALLY KIND OF
IMPRESSED BY THIS.

Kate: IT'S --

[Pop captions up]

Leo: BY THE WAY ONE OF THE
THINGS I LIKE BEST ABOUT IT,
IT'S GOT A REALLY SCREEN WHICH
YOU CAN EVEN USE AN EBOOK
READER BECAUSE YOU CAN FLIP IT
DOWN LIKE THIS AND PUT BOOKS ON
IT AND IT EVEN WORKS OUT IN THE DARK --

Kate: WONDERFUL.

Leo: SO IT I MEAN IN THE
SUNLIGHT, IT DOESN'T WORK IN
THE DARK, IT WORKS IN THE
SUNLIGHT SO IT'S REALLY COOL.

Kate: AND IT'S SUPER-DURABLE AS WELL?

Leo: PARDON ME?

Kate: AND IT'S SUPER-DURABLE AS WELL?

Leo: YEAH THE IDEA IS IT'S
NOT ONLY DURABLE BUT EASY TO
REPAIR SO YOU KNOW YOU DON'T
HAVE TO SEND IT BACK TO THE
FACTORY IF SOMETHING GOES WRONG.

Kate: YEAH THAT'S --

Leo: THEY'RE PRETTY IMPRESSIVE.

Kate: AND A BEAUTIFUL SHADE OF GREEN.

Leo: ISN'T IT?

IT'S SO CUTE.

THEY, THEY ENDED UP COSTING
MORE THAN THEY, THEY WANTED TO.

Kate: YEAH?

Leo: THEY'RE, THEY'RE ABOUT
220 BUCKS NOW.

BUT AS THEY MAKE MORE AND MORE
OF THEM, THEY'LL BE ABLE TO SELL IT.

AND I COULD JUST SEE A LITTLE
KID WALKING TO SCHOOL CARRYING
THEIR OWN LITTLE PC CAN'T YOU?

ISN'T THAT CUTE?

I WANTED TO SHOW YOU THAT.

Kate: HITTING THEIR SISTER OR BROTHER.

Leo: HEY WE'RE GONNA TAKE
OFF BECAUSE WE'VE GOT TO GO
HOME BUT WE'LL BE BACK NEXT
TIME AND IF YOU GO TO THE
WEBSITE YOU COULD BE BACK WITH
US TOO, LABWITHLEO.COM.

FILL OUT THAT FORM.

[Pop captions down]

Leo: THANKS KATE.

Kate: AND THANK YOU.

Leo: SEE YOU NEXT TIME.

BYE-BYE.

Kate: BYE.

[MUSIC]

[Coins bouncing]

[MUSIC]

[Pop captions up quickly]

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[Pop captions down]