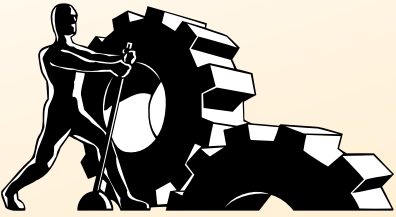


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Read Me First

Welcome to *Take Control of Media on Your iPad, Second Edition*, version 2.0, published in March 2011 by TidBITS Publishing Inc. This book was written by Jeff Carlson and edited by Tonya Engst, with significant assistance from Michael E. Cohen.

This book delves deep into an area where the iPad excels: playing media of all types, from movies, music, and photos to ebooks and up-to-the-minute news sources.

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Updates and More

You can access extras related to this book on the Web (use the link in [Ebook Extras](#), near the end of the book; it’s available only to purchasers). On the ebook’s Take Control Extras page, you can:

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- Get a discount when you order a print copy of the ebook.

Take Control of iPad Basics

This ebook focuses on using your iPad for enjoying media. For the most part, it assumes that you know the basics of iPad use. The basics are covered in another ebook: [Take Control of iPad Basics](#). Although the discount may not always be available, as I write this text, you can save \$5 when you buy *Take Control of iPad Basics* with the special offer on the [Ebook Extras](#) Web page for this ebook.

Basics

To be sure we're all on the same page regarding basic iPad terminology, here are a few terms and conventions that I use:

- **Home screen:** Where I describe going to the Home screen, I'm referring to the environment used to launch apps, accessed by pressing the round Home button on the edge of the iPad. The Home screen can include several pages worth of app icons. (To reach the first page from any other page, press the Home button again.)
- **Finding the Settings app on the iPad:** I sometimes tell you to adjust options in the iPad's Settings app. By default, this app appears on the first page of the Home screen.
- **Tapping and touching:** I often mention tapping an item on the iPad screen, such as "tap the Join button." To *tap*, quickly put your finger on the button and then release your finger. Occasionally, you may need to double tap, or even touch. *Touching* means putting your finger on the screen and keeping it there until something happens. You may also *swipe* or *drag* your finger across the screen.
- **iPad navigation:** To describe moving around in the iPad's interface, I sometimes use a shortcut. For example, if I wanted to tell you to open the Settings app, tap the Photos option at the left, and then—in the Photos pane—tap Play Each Slide For, I might instead tell you to "tap to Settings > Photos > Play Each Slide For."
- **Rotate:** Rotating involves turning the entire iPad 90 degrees, which shifts the onscreen display between the portrait (tall) and the landscape (wide) orientation.

- **Using an external, physical keyboard with an iPad:** Most directions in this book assume you are using the iPad's onscreen keyboard. If you are using a physical keyboard (connected via Bluetooth, for example), you may need to press the Return or Enter key to enter certain information, instead of tapping the Join or Search button that would otherwise appear on the onscreen virtual keyboard.

What's New in the Second Edition

Apple released iOS 4.2.1 in late 2010, bringing to the iPad features that had already appeared in the iPhone such as Home screen folders, expanded multitasking, and more. And, then, just as this manuscript was going into production, Apple released iOS 4.3 and the iPad 2. We delayed publication for an extra week in order to add information about iOS 4.3 and the new iPad 2.

Highlights of the many changes in this edition include these:

- The [Mind Your Media](#) chapter has expanded steps for how to [Sync from iTunes](#). It also has instructions for how to [Stream from iTunes with Home Sharing](#), a new feature introduced in iOS 4.3.
- The [Read Ebooks and More](#) chapter details the changes in iBooks 1.2, such as the new Collections organization feature. It also has a new introduction that helps you get your head around popular options and file formats for reading ebooks on the iPad.
- The [Listen to Audio](#) chapter has been revised to reflect the latest information. In particular, the new topic [Stream Audio to an AirPlay Device](#) describes how you can play audio from your iPad to a stereo system or Apple TV.
- In the overhauled [Watch Video](#) chapter, [Encode Videos from Your DVDs](#) is updated to note a few small changes when using Handbrake, and the workaround for exporting HD video from iMovie is deleted, since an iPad-friendly HD 720p setting is now available. Also, [Connect via Cable](#) now discusses the new Apple Digital AV Adapter, which has an HDMI port, and mentions that the iPad 2 supports mirroring, allowing you to show the iPad screen on an external display.

- The [View Photos](#) chapter is generally updated, and it has a new topic, [Take Photos with an iPad Camera](#), that walks you through the basics and teaches useful tips for focusing and zooming.
- The [Use Your iPad as a Remote](#) chapter is fully updated to cover the latest version of Apple's nifty Remote app (version 2.1 at press time), which you can use to control iTunes on your computer or a first- or second-generation Apple TV.

Introduction

One early criticism of the iPad—before the tablet had even been released—was that it seemed to be a decent media player, a “big iPod touch” ... but not much else. It played movies and photo slideshows, let you buy and read electronic books, and played music (oh, and managed your email, browsed the Web, organized your calendars and contacts, and did “real work” with Apple’s iWork apps for iPad, but those examples were usually glossed over because they didn’t fit the big-iPod narrative).

Of course, there’s more to the iPad than that, as you know if you own or have used one. The iPad is a bold step forward in terms of how we interact with computers and our important digital information. But you know what? It is also a pretty darn good media player. The large and incredibly responsive touchscreen makes a huge difference in how you consume digital entertainment—it’s literally there at your fingertips, not once removed by a mouse, trackpad, or keyboard. The compact size makes it possible to watch a movie on an airplane without worrying if the person in the seat in front of you will lean back and crush your laptop. And the 8–10 hour battery life means you won’t be frantic to find a power outlet as you near the end of your book or film.

As you might expect, Apple has done a great job of making the iPad friendly to everyone without requiring a lot of technical knowledge to operate. But in the realm of handling media, you may find yourself in nooks where the right approach isn’t obvious. How can you put your DVD movies on the iPad? What if you want to include your own home movies? What’s the best way to read magazines, newspapers, and other newsy content? How can you import digital photos and upload them to a photo-sharing site without making a trip to a desktop computer? What’s the optimal way to get the most media onto a 16 GB iPad?

This book answers all these questions and much more, and it helps you get the most out of your media.

Quick Start to Media on Your iPad

“Media” encompasses a lot of different materials, so don’t feel as though you need to read the book from front to back if, for example, you’re initially interested in making musical playlists on your iPad. Come back here (or visit the bookmarks list or table of contents) to jump to any topic.

Mind your media:

- Understand the main routes for getting media onto your iPad: [Sync from iTunes](#), [Stream from iTunes with Home Sharing](#), [Download from the Internet](#), or [Stream from the Internet](#).
- Take steps to fit more media files onto smaller-capacity iPad models and [Give Your Media Room to Spread Out](#).

Read on your iPad:

- [Get Started with Reading Ebooks](#) and find [Sources of Free Ebooks](#).
- Learn the ins and outs of Apple’s [iBooks](#) app or try third-party ebook-reading apps with [Use More Ebook-Reading Apps](#).
- Read shorter-format publications including [Newspapers](#), [Magazines](#), and [Comics](#).
- Get tips on how to [Read Outside or While Lying Down](#), and discover how to [Make Your Own Ebooks](#).

Listen to audio:

- Is the iPad just a big iPod touch? In one respect, yes: playing music and other audio. First, learn how to [Put Audio on the iPad](#).
- Next, understand the playback controls used to [Listen to Audio](#), including the (many) steps required to create a [Regular Playlist](#) and a [Genius Playlist](#).
- [Stream Audio to the iPad](#) from the Internet, no sync cable required.

Watch movies, TV shows, and other video:

- Fill your iPad with video, whether you [Rent or Buy from within the iTunes App](#) or [Sync Your Videos](#).
- Already own a library of movies or TV shows? [Encode Videos from Your DVDs](#).
- [Use the Videos App](#) to watch your flicks. You can enjoy them on the iPad screen or [Output to a Television](#).
- Learn how to [Stream Video to the iPad](#) over your local wireless network using Air Video or iTunes, or stream it from the Internet using apps such as YouTube, Netflix, and Safari.

View photos and slideshows:

- Learn how to [Put Photos on the iPad](#)—including directly from a digital camera or memory card. Of course, if you have an iPad 2, an obvious option is to [Take Photos with an iPad Camera](#).
- [View Photos and Videos](#) in albums or as slideshows, and even [Use the iPad as a Photo Frame](#).
- Photos deserve to be seen, so don't forget to [Share Photos and Videos](#).
- Get ideas for showing photos on an external display, in [Output to a Television](#) and [See Photos and Slideshows on an Apple TV](#).

Control media playback from the iPad:

- [Use Your iPad as a Remote](#) to control iTunes media playback on a computer, or control an Apple TV, using the free Remote app from Apple.
- Learn about [Other Remote Apps](#) that let you control other devices, including one that uses an infrared (IR) receiver.

Mind Your Media

In one respect, the iPad very much resembles a big iPod—to transfer media between the iPad and your iTunes library you must physically connect the iPad to the computer using the Dock connector cable. That seems like a quaint method of file transfer for a handheld device that connects to the network wirelessly. Fortunately, that's just one approach. You can download content directly from the Internet to an app on the iPad, or you can *stream* media to your iPad, thus playing it directly from some other computer without copying it to the iPad's memory.

Each method has its advantages. Streaming is preferred when you don't have much storage to spare on the iPad, or when you're looking for something new to hear or watch. However, you need a persistent network connection. In contrast, media downloaded to the iPad is always there, whether you're on a network or not.

In this chapter, I give you an overview of four techniques for moving media to your the iPad:

- **Sync from iTunes:** This method (usually) synchronizes the media stored in the iTunes library on your computer with the media collection stored on your iPad.
- **Stream from iTunes with Home Sharing:** New in iOS 4.3, this method uses the iTunes Home Sharing feature to stream media from iTunes on your computer to your iPad, without having to store it there.
- **Download from the Internet:** This method transfers files directly to your iPad.
- **Stream from the Internet:** This method plays media from the Internet to your iPad in real time.

Later in the chapter, in [Give Your Media Room to Stretch Out](#), I offer tips for maximizing the space on your iPad for media storage.

Read Ebooks and More

My mind jumps to video and audio when I hear “media,” but let’s go back further—a few centuries, in fact—and look at how the printed word is making the jump to the iPad’s screen. You’ll find plenty of video playback devices, but if you really want to test the mettle of the iPad or a competitor, see how people react to electronic books. Being able to carry an entire book library and read a title from it wherever you happen to be is a reader’s dream.

Apple’s iBooks app—and third-party apps, such as Amazon’s Kindle for iPad and comic-reading apps from Comixology—fulfills the needs of people who read frequently and will likely amass a sizeable ebook library. Words don’t belong solely to books, of course. Many of us get our news online, and although the iPad includes Safari for Web browsing, many apps bring the news to you.

This chapter kicks off with general advice on reading ebooks and then teaches you how to use Apple’s iBooks app and the iBookstore. After that, I help you [Use More Ebook-Reading Apps](#), discuss using apps to [Stay Current with News](#) and read [Magazines](#), and point you in the right direction if you want to read [Comics](#). At the end of the chapter, I talk briefly about how you can [Make Your Own Ebooks](#).

Get Started with Reading Ebooks

If you’re new to reading ebooks on the iPad, here are some ideas for how to get started:

- Read *this* ebook on your iPad! For example, you can read it right in the Safari app by logging in to your Take Control Ebooks account at <http://www.takecontrolbooks.com/account>, or you can load the PDF into iBooks as described in [Add Your Own Books](#).
- If you aren’t sure how to begin or you know you want to use Apple’s iBooks app, skip ahead to [iBooks](#).
- If you already have a Kindle, or if shopping for ebooks from Amazon appeals to you more than shopping for ebooks from Apple’s

Listen to Audio

It's almost hard to believe now that the first iPod in 2001 did nothing but play digital music and other audio. On the iPad, "iPod" is an app, which you use primarily to play music, but also to listen to podcasts, audiobooks, and iTunes University courses. Unlike the iPod app found on the iPhone and iPod touch, the iPad version of the app focuses almost exclusively on audio (but some video content manages to sneak in there as well).

This chapter mostly covers the world of audio in iTunes and the iPod app, but at the end it notes a few audio apps that [Stream Audio to the iPad](#).

Put Audio on the iPad

As with most media, there are several routes for transferring audio files to the iPad:

- Transfer items from the iTunes library on your computer. I discuss this method in [Sync Your Audio](#), shortly ahead. (If you need help moving music that you own into your iTunes library, read [Take Control of iTunes: The FAQ](#).)
- Download them from the iTunes Store using the iTunes app on the iPad. See [Download Audio from within the iTunes App](#).

Note: In both of the above cases, once you've put an audio file on the iPad, you use the iPod app to play it.

If you want to stream audio to your iPad so that you can listen as it passes through, skip ahead to [Stream Audio to the iPad](#).

Sync Your Audio

Let's look briefly at the basics of syncing audio to your iPad, with an emphasis on how to control what gets copied. When you connect the iPad to your computer, it appears in the iTunes sidebar under Devices; click the iPad's name to view sync options at the right (**Figure 31**).

Watch Video

A year before Apple announced the iPad, my friend David Blatner and I were discussing tablet computers. David had been waiting for an Apple tablet for years, and I admit I didn't understand the appeal. He mentioned having a bigger screen than the iPhone for reading ebooks and watching movies, and I pointed out that I've done both on my iPhone, and the experience is "just fine."

But that's just it. "Fine" is a compromise, and the iPad's larger screen makes watching movies, TV shows, and home videos more enjoyable. Apple's Videos app plays videos from the iTunes Store or from your iTunes library on your computer. But other options are available, including streaming video from the Internet or from a computer on your network, or even watching videos in GoodReader, an app initially designed to read PDFs.

Put Videos on the iPad

Let's start with a few common scenarios for adding videos to an iPad:

- If you'd like to rent or buy a video from Apple directly on the iPad, then [Rent or Buy from within the iTunes App](#).
- If you have video on a computer that you'd like to move to the iPad, it might already be in iTunes. If that's the case, you can [Sync Your Videos](#). Alternatively, you might transfer it from your computer to your iPad using an app. For an example, read [Side-Load Videos into GoodReader](#).
- If the video isn't in iTunes already, you can [Add Videos to iTunes](#). I particularly explain how to [Encode Videos from Your DVDs](#) and how to [Share Movies from iMovie](#).
- Yet another approach to moving videos to your iPad is to transfer them from an SD card, as I explain in [Copy Videos from an SD Card](#). (However, the iOS 4.2.1 update imposed strict limitations on how those movies are recognized, as I detail.)
- If you have the iPad 2, you can [Make Videos with an iPad 2 Camera](#).

View Photos

The iPad was designed for digital photos. The large, high-resolution screen is great for showing off photo albums, playing slideshows, presenting a portfolio, or even using the iPad as a digital picture frame.

In this chapter, I discuss how to add photos to your iPad, whether you copy them from a computer, import from an SD card, or take them with the camera in your iPad 2, among other options. For digital photographer experts, I look at how to [Handle Raw Files](#) and for everyone I talk about how to view your photos in various scenarios including:

- [Use the Photos App](#)
- [Use the iPad as a Photo Frame](#)
- [Share Photos and Videos](#)
- [See Photos and Slideshows on an Apple TV](#)

Put Photos on the iPad

iTunes, not surprisingly, acts as the main gateway to copying photos to the iPad. But you can get photos from a variety of places:

- [Copy Photos from Your Computer](#): Use iTunes to specify compatible photo-organizing software, like iPhoto or Photoshop Elements for Windows, to choose and sync photos.
- [Transfer Photos from Email](#): Email photos to yourself, or receive photos as mail attachments from others, and save them to the Photos app.
- [Save Photos from Safari](#): Copy an image in Safari (or other apps) to the Photos app.

Use Your iPad as a Remote

Apple's free [Remote](#) app isn't included with the iPad, but it should have been. Remote works over a Wi-Fi network, letting you use your iPad as a remote control for playing audio files and videos in iTunes on a computer or on an Apple TV. You can also use your iPad as conventional infrared-beaming remote; see [Other Remote Apps](#), at the end of this chapter.

Know When the Remote App Makes Sense

Apple has introduced a number of ways to control and play media among devices, so take a moment to review your options and match your needs to what Apple's Remote app can do:

- **Computer:** If you're playing audio from iTunes on a computer through the computer's built-in speakers or through speakers directly attached to the computer, you can use Remote. However, if that same audio *is* stored on your iPad, you may prefer to just play it on the iPad's speakers.
- **AirPort Express or AirPlay-savvy speakers:** You can use Remote to control output to these speakers through iTunes on a computer. If, however, the audio files are available on your iPad, you might find it simpler to just play them from your iPad—see [Stream Audio to an AirPlay Device](#).
- **Second-generation Apple TV:** Recall that a second-generation Apple TV doesn't store content; instead, media plays through it. If that media is *not* on your iPad, then use the Remote app. However, if that media *is* on your iPad, you might find it simpler to send it to the Apple TV using AirPlay, as I describe in [Stream Video to an Apple TV](#) and [Stream Audio to an AirPlay Device](#).
- **First-generation Apple TV:** Remote is a great alternative to the physical remote control that comes with the first-generation Apple

Appendix A: Set Up AirPlay on the Apple TV or AirPort Express

As I write this, the second-generation Apple TV (the small black model, not the earlier silver and gray box) is the only AirPlay-capable device on the market that can wirelessly stream both video and audio directly from the iPad, iPhone, or iPod touch. Apple's AirPort Express, as well as third-party products that previously supported Apple's AirTunes technology, can also stream audio.

Enable AirPlay on the Apple TV

To stream media to the second-generation Apple TV, make sure AirPlay is enabled:

1. From the Apple TV's main menu screen, navigate to Settings > AirPlay and press the center button on the Apple remote (or tap the Control area if you're using the Remote app on your iPad—read [Use the Remote App with an Apple TV](#), previous chapter).
2. The first menu item, AirPlay, indicates whether it's on or off. If it reads AirPlay Off, press the center button to toggle the feature to On.

If you like, you can restrict access to the Apple TV: Select the Set Password menu item and press the center button. On the next screen, enter a password and then select Done (and press the center button) to apply the code. When you choose the Apple TV from the AirPlay popover on the iPad, you're asked for the password before you can play media.

About This Book

Thank you for purchasing this Take Control book. We hope you find it both useful and enjoyable to read. We welcome your comments at tc-comments@tidbits.com.

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About the Author

Jeff Carlson gave up an opportunity to intern at a design firm during college because he suspected they really just wanted someone tall to play on their volleyball team. Instead, he worked in the Whitworth College publications office where he got to actually, you know, design stuff. In the intervening years, he's been a designer, editor, and writer: He's a Senior Editor of *TidBITS*, a columnist for the *Seattle Times*, a frequent contributor to *Macworld*, and the author of best-selling books on the Mac, iPad, video editing, digital photography, and, in earlier incarnations, Web design and Palm organizers.

He consumes almost too much coffee. *Almost*.

To contact Jeff about this book, send him email at jeffc@tidbits.com and please include [Take Control of Media on Your iPad](#) in the subject of the message to help ensure it doesn't get accidentally filtered as spam.



Author's Acknowledgments

The immeasurably patient Tonya Engst gets most of my acknowledgment for this book, not only for her sharp eye and expertise, but for also not booting me to the curb on a few occasions.

Michael E. Cohen leapt into the fray to update sections of the book when I had to quickly switch to a different project. He has my thanks for helping with the writing and research, and also for bringing levity to crushing deadlines (when he was also under crushing deadlines).

Thanks also to Adam Engst, in his dual roles as publisher of Take Control and *TidBITS*, and to my fellow *TidBITS* and Take Control colleagues Glenn Fleishman, Joe Kissell, and Matt Neuburg.

I also thank my wife Kimberly and daughter Ellie for their endless support and encouragement.

Shameless Plug

The iPad has become an integral part my life since it was first announced, which has been exciting and exhausting at the same time. When the iPad 2 was announced, I needed to update a print book for Peachpit Press: [The iPad 2 Pocket Guide](#). It contains 264 pages of information about all aspects of the iPad, and it is a great gift for someone new to the device or who does not require the depth provided by the Take Control titles.

About the Publisher

Publishers Adam and Tonya Engst have been creating Apple-related content since they started the online newsletter *TidBITS*, in 1990. In *TidBITS*, you can find the latest Apple news, plus read reviews, opinions, and more (<http://www.tidbits.com/>). Adam and Tonya are known in the Apple world as writers, editors, and speakers. They are also parents to Tristan, who thinks ebooks about clipper ships and castles would be cool.



Production Credits

Take Control logo: Jeff Tolbert

Cover design: Jon Hersh

Editor in Chief: Tonya Engst

Publisher: Adam Engst

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Take Control of Media on Your iPad, Second Edition

ISBN: 978-1-61542-131-2

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TidBITS Publishing Inc.

50 Hickory Road

Ithaca, NY 14850 USA

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