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Read Me First

Welcome to *Take Control of iPhone OS 3*, published in November 2009 by TidBITS Publishing Inc. This book was written by Ted Landau and edited by Dan Frakes, with assistance from Tonya Engst.

This book helps you get the most out of your iPhone, providing a compendium of information about many common (and some not-so-common) uses of the iPhone's OS software and hardware. It focuses on the various options in Settings, as well as on explaining related aspects of apps such as Safari, Maps, and iTunes. It goes beyond the basics when it comes to helping you avoid and solve problems. Although it has the word "iPhone" in the title, it was tested on an iPod touch and has touch-specific details.

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BASICS

In reading this book, you may get stuck if you don't know certain facts about the Macintosh, or your iPhone or iPod touch, or you don't understand Take Control syntax for things like working with paths or menus. Please note the following:

Macintosh:

- **Path syntax:** I occasionally use a *path* to show the location of a file or folder in your computer's file system. Path text is formatted in special type. For example, Mac OS X stores most utilities in the Utilities folder. The path to the inside of the Utilities folder is:
[/Applications/Utilities/](#).

The slash at the start of the path tells you to start from the root level of the boot volume (typically your Mac's internal hard drive). You will also encounter paths that begin with `~` (tilde), which is a shortcut for any user's home directory. For example, if a person with the user name `ted` wants to install fonts that only he can access, he would install the fonts in his [~/Library/Fonts](#) folder, which is just another way of writing [/Users/ted/Library/Fonts](#).

- **Menus:** When I describe choosing a command from a menu in the menu bar of your Macintosh, I use an abbreviated description. For example, the abbreviated description for the menu command that creates a new playlist in iTunes is "iTunes > New Playlist."

URLs not working? *In Snow Leopard's Preview, longer URL links may appear to be broken. To avoid this Preview bug, try clicking the last character in the URL.*

iPhone and iPod touch:

- **Navigation:** When I describe how to reach a location in the interface, I assume you are starting from the Home screen, and I give an abbreviated description. For example, the abbreviated description of how to reach the About screen is Settings > General > About. Generally, you tap the name of an item to make its screen appear.
- **Working in iTunes:** When you connect an iPhone or iPod touch to a computer and launch iTunes, the device's icon should appear under Devices in the iTunes sidebar, located at the left of the iTunes

window. If you select the icon, iTunes shows what I call a “Summary tab” for that device at the right. iTunes also shows a selection of tabs that you can click to further configure the device, such as Info and Music. So, if I tell you to check something “on your iPhone’s Summary tab in iTunes,” I mean you should connect your iPhone to your Mac and select the iPhone in the iTunes sidebar in order to view the Summary tab.

- **iPhone software version number:** On the iPhone, to determine which version of the iPhone software you are running, go to Settings > General > About > Version. Alternatively, when your iPhone is connected to iTunes, you’ll find the version number in the iPhone’s Summary tab.

Phrases such as “iPhone OS 3.1,” “iPhone 3.1” or “version 3.1 of the iPhone software,” as used in this book, all mean the same thing. More generally, iPhone OS is Apple’s current name for the overall operating system running the iPhone and the iPod touch.

Introduction

Welcome to *Take Control of iPhone OS 3*. While the title is new, this is the third edition of a book that was previously titled *Take Control of Your iPhone*.

Why the change? Because, as the iPhone continues to mature and the wealth of information related to the iPhone continues to expand, it was no longer possible to include all the topics from the previous editions in one *Take Control* book. So we decided to split the content into two books. In the future, we may need three or more books.

For now, *Take Control of iPhone OS 3* is mainly about the iPhone OS itself, how it works—and how it sometimes doesn't work—in more depth than you'll find in any other end-user iPhone book. I focus on working effectively, avoiding problems, and fixing things when they go wrong. The book also covers all the major new features in iPhone OS 3 (currently at version 3.1) and the iPhone 3GS, from Spotlight to Voice Control. It also covers information about the iPhone and its software that is not app specific, such as syncing, networking, security, using the keyboard, and general troubleshooting. In some cases, the book mentions app-specific features that directly relate to these more general topics. For example, it covers syncing iPod content and pushing Mail messages from MobileMe.

For details on how the preinstalled iPhone apps work, including tips and hints and hidden features, get the companion volume, *Take Control of Your iPhone Apps*.

Even as a guide to iPhone OS features, *Take Control of iPhone OS 3* is not intended as a novice's introduction to the iPhone. However, if you are at least comfortable using your iPhone to make phone calls and surf the Web, you already know the basics, and you're ready for this book. Otherwise, start with Apple's free *iPhone User's Guide* at http://manuals.info.apple.com/en/iPhone_User_Guide.pdf.

Unless otherwise specified, this book assumes that you are using an iPhone 3G or 3GS running iPhone OS 3. Where there are new features in an OS update (such as what's new in version 3.1 as

compared to 3.0), I note them. Where there are differences between the iPhone 3G and 3GS in terms of how the hardware relates to topics covered here (such as Voice Control and video in Camera), I note these, as well.

If you have an original iPhone, don't worry—most of the book applies to this model, as well. The exceptions are a few features that are unavailable in the original iPhone (such as GPS), because of missing hardware present in later models.

Although I emphasize the iPhone, I do point out noteworthy differences between the iPhone and the iPod touch. In fact, because I don't spend much time covering iPhone-specific apps, such as Phone or Messages, most of the book applies equally well to the iPhone or iPod touch. The main exceptions are coverage of iPhone-only data services. If you own an iPod touch, you can just skip over those sections.

Tip: For a full comparison of iPhone OS 3 differences among all three iPhone models, see <http://support.apple.com/kb/HT3630>. For the iPod touch, see <http://support.apple.com/kb/HT3648>.

This book assumes you are using iTunes 9.0 or later.

Given the Macintosh focus for the Take Control series and the self-imposed limits on the book's page count, I don't discuss Windows.

My enthusiasm for the iPhone grows with each new update. I rank the iPhone as my favorite technological device of the still young twenty-first century. I hope to share this excitement in the pages ahead.

More Tips and Hints Online

There are an assortment of tips that, while they didn't find a place in this book, were too important to leave out altogether. They primarily cover additional topics such as activating an iPhone, accessing voicemail and other Phone features, the new Messages app, sending and receiving email, and opening email attachments. To see these tips, check the online FAQ for this book at <http://www.takecontrolbooks.com/resources/0055/more-faqs.html> or especially click [here](#) if you are reading in Snow Leopard's Preview. Long URLs in this PDF clicked from Preview may not work, though they should if you click in the last few characters.

iPhone OS Quick Start

You needn't read this book from cover to cover. If you have a specific problem or question, you can go immediately to the section where the answer is likely to be found. However, reading the entire book does have its benefits—you'll learn a lot about operating your iPhone, and not only will you pick up useful tips, but you'll also learn techniques for avoiding and solving problems before you encounter them unexpectedly.

Manage syncing:

- Sync smoothly with iTunes. Read [Understand Sync Options](#) (p. 14) and [Understand the iPhone Backup](#) (p. 32).
- Get help with syncing problems in [Solve Sync Failures and Errors](#) (p. 35) and [Resolve Sync Conflicts](#) (p. 40).
- Find out how to [Create and Sync Custom Ringtones](#) (p. 42).
- You can sync some types of data if you [Use MobileMe](#) (p. 48), and you can get help with any problems in [The MobileMe FAQ](#) (p. 56).
- For help with Exchange-related syncing, read [Appendix A: The iPhone in an Enterprise Environment](#) (p. 196).

Manage apps:

- Learn how to use the App Store to [Install Apps](#) (p. 65) and [Update Apps](#) (p. 76). Also find out how to [Reinstall Deleted Apps](#) (p. 75).
- Discover the new way to arrange your iPhone's Home screen from iTunes on your Mac in [Manage Apps in iTunes](#) (p. 68).
- If you're having problems with an App Store app, check out [The App FAQ](#) (p. 77).
- Read [Jailbreaking: What, Why, and How](#) (p. 140) to find out how to obtain software not in the App Store and if you should even bother.

Learn troubleshooting basics:

- Know what to do when the iPhone freezes (stops working) or crashes. See [Prevent Freezes and Crashes](#) (p. 101).

- Discover how to [Reset, Restore, or Recover](#) (p. 106).
- Worried that you may have a hardware problem? [Decide If Your iPhone Needs Repair](#) (p. 117).
- Discover how to [Solve Safari Problems](#) (p. 128), such as Web pages that refuse to load or load unusually slowly, as well as keep your surfing free from phishing and other security risks.
- Want to solve your problem as quickly as possible, without learning the basics? Read [8 Quick Troubleshooting Steps](#) (next page).

Handle networking:

- Learn how to [Solve Wi-Fi Network Problems](#) (p. 152) and [Solve Data Network Problems](#) (p. 158).
- Learn how to [Join Wi-Fi Hotspots](#) (p. 162) with a minimum of hassle.
- To keep network communications secure, see [Use a VPN](#) (p. 193).
- Explore how to [Use Bluetooth](#) (p. 169) on your iPhone, from headsets to Internet tethering.

Work smarter:

- Get typing help to [Type More Accurately](#) (p. 85) and. Or [Use Voice Control](#) (p. 97) instead of typing.
- Learn how to [Use Cut, Copy, and Paste](#) (p. 91) and how to [Shake to Undo](#) (p. 93). (These features are new in iPhone OS 3.)
- [Use Spotlight Search](#) (p. 95) to find items on your iPhone or launch apps.
- To squeeze the most power from the battery, check out [Manage the Battery](#) (p. 123).
- Take control of the various options for adjusting volume; see [Volume Problems?](#) (p. 119).
- Worried that your iPhone may get lost or stolen? Learn how to [Lock Your iPhone](#) (p. 184) and [Handle Other Passwords](#) (p. 189).
- Was your iPhone lost or stolen? Check out [Find My iPhone](#) (p. 60).

8 Quick Troubleshooting Steps

If you want a quick fix for a general iPhone problem, and you don't want to read more than absolutely necessary, you may prefer the shotgun approach of trying a series of common fixes and hoping that one works. If that describes you, here's the list you want.

Try each solution in order until one (hopefully) works:

1. Force-quit a frozen app (described in [Handling Freezes and Crashes](#), p. 101).
2. [Restart](#) the iPhone (p. 106).
3. [Force Restart](#) the iPhone (p. 106).
4. [Update the iPhone OS Software](#) (p. 101) to be sure you have the latest version of the iPhone's software.
5. Resync the iPhone. If you get an error, run through the tests suggested in [Solve Sync Failures and Errors](#) (p. 35).
6. [Reset](#) (p. 107) the settings that you've made on the iPhone.
7. [Restore](#) (p. 109) the iPhone, using the iPhone's Restore files and Backup data.
8. When all else fails, [Recover](#) (p. 114) the iPhone.

Sync Your iPhone

Syncing (or synchronization) means transferring data from your iPhone to your computer, or from your computer to your iPhone, so that the two data sets match. Most of the time, this goes as smoothly as you would expect for a well-designed product from Apple. But, problems do occur. In this section, I first cover the basics of setting up what you want to sync and when you want to sync it, with a special focus on avoiding trouble. Then I explain how to deal with problems that can occur even if you know and follow all the basics.

More Sync-Related Topics

A few sync-related topics are covered later in the ebook; here's what they are and where to find them:

- **MobileMe:** The section you are reading covers how to sync using iTunes, with your iPhone physically connected to your Mac. If you subscribe to Apple's MobileMe service, you can instead wirelessly sync certain data (notably the items listed in the iPhone's Info tab in iTunes) via MobileMe. For details on this topic, see [Use MobileMe](#) (p. 48).
- **App Store apps:** Because of the significance and complexities of this iPhone category, I cover it separately in [Manage App Store Apps](#) (p. 65).
- **Enterprise:** If you sync with Microsoft Exchange, consult [Appendix A: The iPhone in an Enterprise Environment](#) (p. 196).

For more details on datasyncing, see [Take Control of Syncing Data in Leopard](#) or [Take Control of Syncing Data in Snow Leopard](#).

Use MobileMe

MobileMe (<http://www.apple.com/mobileme/>) is Apple's Web-based "cloud" service. For \$99 per year, MobileMe offers several features, including email, iDisk, and Web Galleries. In this section, I discuss two important MobileMe options for the iPhone and iPod touch:

- [Sync with MobileMe](#) (next page): I explain how this differs from iTunes syncing and help you understand many nuances relating to using it optimally.
- [Find My iPhone](#) (p. 60): This feature works on iPod touches too. Besides just finding a lost iPhone, it can also send it a message, set up a passcode remotely, or even erase the device remotely.

Note: To access your MobileMe data via the Web, log in at <http://www.me.com/>. Unfortunately, you can't access this from your iPhone—at least not from the Safari browser. You typically do it from your Mac.

MobileMe iDisk App

Apple offers the free iDisk app, which allows MobileMe users to access the contents of their iDisks, as well as the contents of other users' iDisk Public Folders. The app lets you view iDisk-hosted files, including Microsoft Office, iWork '09, and PDF documents. Several third-party apps (see [Go Under the Hood](#)) have similar features, without using MobileMe. Still, it's nice to see Apple giving official support to this capability. See this Apple article for more advice: <http://support.apple.com/kb/TS2765>.

Note: If you uninstall this app, the files stored in it will be deleted from your iPhone. However, they will remain on the iDisk.

Manage App Store Apps

Via the App Store, you can download and install Apple-approved, third-party software on your iPhone or iPod touch. With the Store approaching 100,000 apps, the variety of software available is nothing short of amazing. Chances are good that if something can be done with a mobile device, it can be done with an iPhone.

In this section, I explain how to:

- [Install Apps](#) (below)
- [Delete Apps](#) (p. 73)
- [Reinstall Deleted Apps](#) (p. 75)
- [Update Apps](#) (p. 76)

I also cover special questions and problems in [The App FAQ](#) (p. 77).

INSTALL APPS

You purchase and install third-party iPhone apps either (a) directly on the iPhone itself via the App Store app; or (b) indirectly via the App Store section of the iTunes Store in iTunes on your Mac. In the latter case, you transfer the apps from your computer to your iPhone via a sync. In either case, you must have an iTunes Store account.

Make sure an app is compatible! Apple doesn't offer refunds for apps purchased from the App Store, so make sure a particular app is compatible with your device before you buy it. Some apps, for example, require the GPS hardware in the iPhone 3G and 3GS; such apps won't work with an original iPhone. Similarly, some apps work only with iPhones, not the iPod touch.

Some older apps may require an update to work with iPhone OS 3. Updated apps have the phrase "iPhone OS 3.0 Tested" next to their version number listing.

To check out an app's requirements, go to its page in the iTunes App Store.

Master Keyboard and Speech Input

Whenever you need to enter text, such as in the address field in Safari or a new email message in Mail, a virtual keyboard appears on the screen. You just tap the onscreen keys to enter text.

There is an ongoing debate over the pros and cons of this type of keyboard. The biggest downside is the lack of tactile feedback, making it almost impossible to know what you are typing without staring at the screen. There is also more danger of unintentionally tapping an adjacent key, especially in portrait mode. On the plus side, a virtual keyboard allows for bigger keys than the tiny keys on most smartphones—and it does so without using up any of the device’s physical real estate. And, because the keyboard is virtual, the keys can vary to match different contexts and languages.

Regardless of the pros and cons, you’ll need to be familiar with how the keyboard works, and I cover that topic first in this section. I also discuss new features in iPhone OS 3 that relate to typing, most notably how to [Use Copy, Cut, and Paste](#) (p. 91), [Shake to Undo](#) (p. 93), and [Use Spotlight Search](#) (p. 95). Finally, I cover how to [Use Voice Control](#) input as an alternative to the keyboard (p. 97).

TYPE MORE ACCURATELY

The most common problem with the iPhone’s virtual keyboard is tapping the incorrect key: you intend to type A but you tap S by mistake. Here are some suggestions to make your typing more accurate.

Use Landscape If You Can

In many apps—more in iPhone OS 3 than in OS 2—turning your iPhone sideways shifts the display from the default portrait (vertical) mode to landscape (horizontal) mode. In apps that require text input, you’ll generally find that the virtual keyboard also switches to a horizontal orientation. If possible, use landscape mode when typing;

Troubleshooting 101

When apps on an iPhone or iPod touch freeze or crash, or you have generic problems not specific to a particular app, this is your “go-to” section. First up, you’ll learn how to prevent and recover from freezes and crashes. Next, you’ll learn how to diagnose and solve hardware-related problems (such as when you can’t get sound from your iPhone).

Later in this section, I talk about why and how you might want to remove the SIM card in [Understand the SIM Card](#) (p. 122). After that, I look at how to best [Manage the Battery](#) (p. 123), with tips on conserving, charging, and replacing the battery.

UNDERSTAND FREEZES AND CRASHES

Freezes and crashes can occur in any app, from Safari to Maps, and especially in third-party software. In most cases, if you relaunch the app after a freeze or a crash, the problem won’t happen again—at least not any time soon. Essentially, the problem arose from a combination of events that are unlikely to recombine in the same way.

Freezes

Typically, a *freeze* is when your iPhone stops responding to your touchscreen gestures. Even pressing the Home button produces no effect. Any display activity, such as a Web page loading or a game you are playing, halts, as well. Another possible symptom of a freeze is that the screen remains black, as if the phone is off (although this symptom may also be caused by a dead battery or an iPhone that crashed at startup).

Crashes

Typically, a *crash* refers to when, while using an app, you are suddenly tossed back to the Home screen. When you return to the problem app, you may find that recent changes have been lost. For example, a Web page that you had closed may now be back. More serious crashes can result in a spontaneous restart of the iPhone with (in the worst case) a failure to successfully restart.

Solve Safari Problems

Of all the apps included with the iPhone, Safari is probably the one that will most often give you problems. It is also the one with most troubleshooting-related features. As such, I've included this special section on troubleshooting the iPhone version of Safari (also referred to as Mobile Safari). Of course, Safari shares many of the same problems that can beset any Web browser, but I focus here on iPhone-related Safari-specific problems.

Start your Safari troubleshooting by navigating to Settings > Safari. Located here are several options that can eradicate a wide array of symptoms (**Figure 33**).

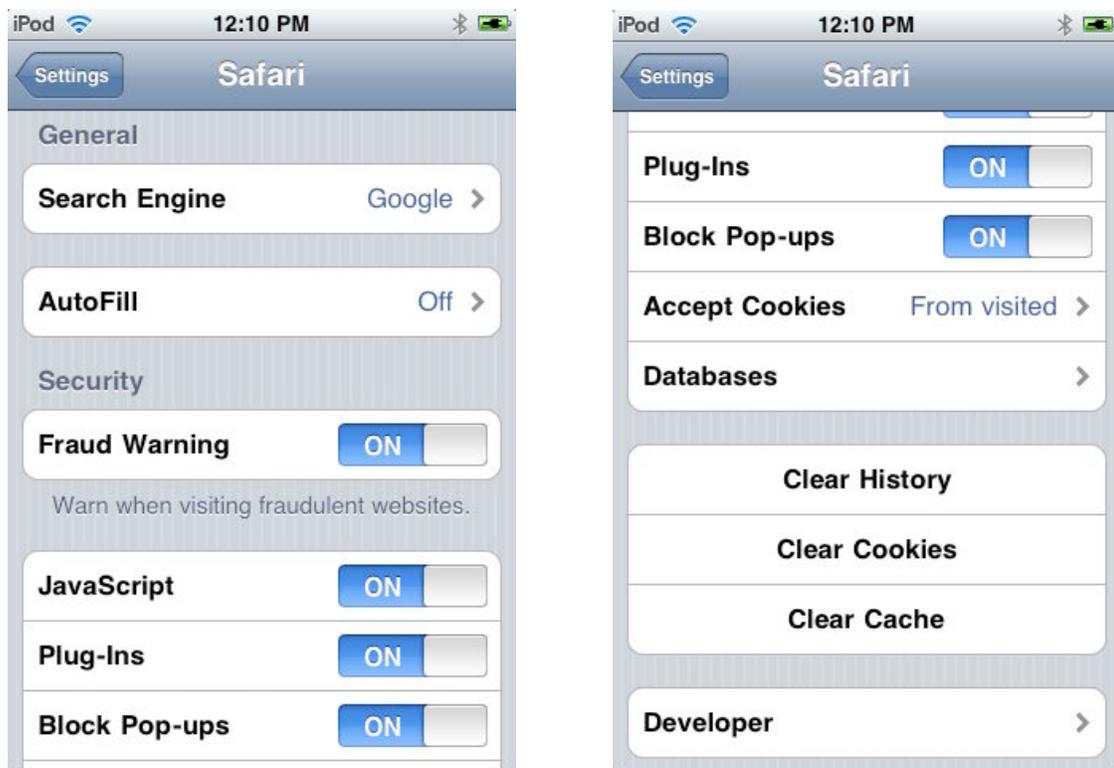


Figure 33: Safari's settings, accessed via Settings > Safari.

Go Under the Hood

Out of the box, the iPhone remains tightly closed—the only way to directly view, modify or otherwise interact with your iPhone content from your Mac is via the restricted access of syncing in iTunes.

What can't you do? You can't:

- Mount the iPhone as an external drive on your Mac, as you can with an iPod.
- Directly copy files to or from the iPhone.
- View the iPhone's SMS/MMS messages on your Mac, even though these items are backed up when you sync your iPhone.
- Peer into the contents of iPhone Software Update files (unlike Mac OS X update files, they are encrypted).
- Most importantly, Apple blocks you from even peeking at the installed *OS X iPhone* software (that's Apple's name for the iPhone version of Mac OS X) from your Mac or from the iPhone itself.

A few tricks and various third-party programs can circumvent most of these restrictions. Some of these programs exist with Apple's approval, and are available from the App Store. Others exist without official sanction. In this section, we descend into the iPhone rabbit hole. We won't reach anywhere close to the bottom, but we'll go deep enough for you to discover the possibilities that await.

TRANSFER MAC FILES TO YOUR IPHONE

The iPhone supports viewing common graphic formats (JPEG, GIF, and TIFF), iWork and Microsoft Office documents (Pages, Keynote, Numbers, Word, Excel, and PowerPoint), as well as PDF, RTF, plain text, and HTML files. In order to view such files on an iPhone, each file needs a proper file extension in its name. For example, text files need a .txt extension, PDF files need a .pdf extension, and Word files need a .doc or .docx extension.

Navigate Wi-Fi, EDGE, 3G & Bluetooth

Among the iPhone's numerous talents is that it can easily connect to the Internet, offering you the capability to surf the Web, check email, map directions, and get stock and weather updates. For these features to work, you must have a network connection, and ideally a fast one. That's what this section is about: how the network settings work, how to set them optimally, and, of course, what to do when they don't work as expected.

This section focuses on the major networks used to connect the iPhone to the Internet: Wi-Fi, 3G, and EDGE. In the final part of this section, I cover Bluetooth connectivity, including a look at peer-to-peer connections and Internet Tethering.

SELECT A NETWORK TYPE

The iPhone supports two different network types: Wi-Fi and cellular data networks. In contrast, the iPod touch only offers Wi-Fi. Don't underestimate this difference. It is common to refer to the iPod touch as an "iPhone without the phone." For me, however, the biggest difference is the iPhone's data network support. This is what allows you to get on the Internet almost anywhere (in your car, in a park, on an airplane before take-off), regardless of whether or not there is Wi-Fi access at your location. If you can make a phone call, you can probably use your phone carrier's Internet data network.

In some locations, you will have a choice: both Wi-Fi and data network support will be available. This leads to an initial question: If you have a choice, which network type should you prefer?

- **Wi-Fi:** Wi-Fi is, by far, the faster type of Internet connection. Unless you are worried about the lack of security of the network, this is almost always the better choice. It is possible that a very weak Wi-Fi signal will perform worse than a strong data network connection, but such a combination won't happen often. Otherwise,

Understand Location Services

The preinstalled Maps program (the uber-versatile app that is my personal favorite of all iPhone software) can take advantage of technology in your iPhone to determine your current location. You can use this feature to get directions to any destination from your current location. Maps can even track your location in real time as you move.

Any other app can also use location information, if it supports the feature. For example, movie apps often use your location to automatically list show times for theaters nearby. The Camera app uses it to “geotag” your photos.

In all instances, this capability depends upon the iPhone’s Location Services feature. This section explains how it works and why you should care. I also cover the Compass feature in the iPhone 3GS.

LOCATION SERVICES BASICS

All location-aware iPhone apps depend upon Location Services to determine your current geographic location. Exactly how Location Services makes this determination, and how accurate it is, depends upon which device you are using and which network services are currently available:

- **Wi-Fi:** Any iPhone or iPod touch uses information gleaned from nearby Wi-Fi networks (even if you are not connected to a specific network) to help determine its location.
- **Cellular:** An iPhone (original or 3G) also uses information from nearby cellular-network towers to triangulate the current location.
- **GPS:** If you have an iPhone 3G or 3GS, congratulations. The GPS (Global Positioning System) hardware in these models can determine your location via the same satellite technology used by standalone GPS devices, such as those from Garmin or TomTom.

Keep Your iPhone Secure

By default, the iPhone doesn't enable security measures that would prevent someone else from using it, should it be lost, stolen, or temporarily "borrowed" without your knowledge. However, you can enable a variety of optional security features, such as Passcode Lock and SIM PIN lock.

In this section, I first help you set up a passcode lock and a SIM PIN lock, and then I discuss how to [Handle Other Passwords](#) (p. 189) for services such as secure Web pages, email accounts, and voicemail. Finally, I discuss how to [Use a VPN](#) (virtual private network) (p. 193), which you may wish to do when you access the Internet from a public hotspot or other remote location.

LOCK YOUR IPHONE

To keep others from accessing your iPhone or iPod touch, you can enable a passcode lock. For an iPhone, you can also set up a SIM PIN. With a *passcode lock* on, entering a code is required to gain any access to the device. Enabling a *SIM PIN* protects the SIM card, preventing anyone from making a phone call without knowing the SIM PIN.

Although I understand that your concerns may be different than mine, I rarely use these security features. I find them not worth the hassle of continually re-entering codes (assuming I don't forget them entirely). "But what if your iPhone is stolen?" you may ask. Not a big deal for me (aside from the monetary loss and hassle of replacing the phone). Very little on my iPhone is so confidential that I would be concerned about someone else seeing it. And in most cases, unscrupulous people who wind up with a stolen iPhone will have no interest in its content. What is much more likely is that they will erase the iPhone and set it up for their own use.

Of course, I would still report a lost or stolen iPhone as missing, as soon as possible, so as not to be held responsible for any unauthorized calls and to cut off unauthorized access to my voicemail. And if my iPhone or iPod touch were stolen, I would worry about unauthorized

Appendix A: The iPhone in an Enterprise Environment

Most iPhone owners maintain an iPhone for *personal* use. However, some people work for large institutions that supply employees with mobile phones. In these *enterprise* or *business* environments, mobile phones are typically wirelessly connected to a central server that coordinates what information is sent to and from the phone. It's a bit like MobileMe on steroids. This section offers a brief introduction to iPhones in the enterprise.

SET UP AN ENTERPRISE IPHONE

For iPhones in an enterprise environment, a major task is making sure that all iPhones used by employees conform to the institution's requirements. For example, an employer may want to limit the use of certain features (perhaps disabling the iPhone's camera) or require a VPN connection. Rather than manually modifying each iPhone to meet these requirements, an IT administrator can create a *configuration profile* (*.mobileconfig file*) that contains all the needed settings. The profile can then be efficiently distributed to, and installed on, all relevant iPhones. To do so requires two steps:

1. Create the configuration profile using Apple's free *iPhone Configuration Utility* (see [Use iPhone Configuration Utility](#)).
2. Distribute the profile to all relevant iPhones via one of four different methods: (1) install it directly on an iPhone connected to a Mac via USB, using iPhone Configuration; (2) attach the profile to an email sent to all employees; (3) provide a link to the profile on a Web site; or (4) use Over-the-Air Distribution.

With an enterprise setup, an employer can also distribute apps without going through the App Store. This allows the distribution of private apps. An Enterprise setup may be further configured to limit access to almost *any* specified iPhone feature or app. For example, it can be set to prohibit playing games or syncing movies from iTunes.

Resources for More Information

For an overview of all aspects of using iPhones in business, see:

- <http://www.apple.com/iphone/business/>
- http://images.apple.com/iphone/business/docs/iPhone_Business.pdf.

For considerably more detail, get Apple's iPhone OS Enterprise Deployment Guide: http://support.apple.com/manuals/en_US/Enterprise_Deployment_Guide.pdf.

MICROSOFT EXCHANGE ACTIVESYNC

iPhones in enterprise environments can be configured to work with Microsoft's Exchange ActiveSync. You set this up either via a configuration profile or by having each user set it up manually in Settings > Mail, Contacts, Calendars > Add Account > Microsoft Exchange (for help, consult: http://images.apple.com/iphone/business/docs/How_To_Setup_Guide.pdf).

If an iPhone has been set up to work with Exchange, Exchange ActiveSync pushes email messages, calendar events, and contacts to the iPhone. In doing so, it offers some options not otherwise available on the iPhone, even with MobileMe. For example, when an authorized user sends you a calendar invitation, you are immediately alerted (much as you are when a text message arrives). Similarly, your boss can update your contacts list (for example, to include the information for a new employee) without any intervention from you.

Exchange ActiveSync supports its own version of Remote Wipe, allowing you to erase all the secure data on a lost or stolen iPhone via Web access from any computer.

On the downside, an iPhone set to work with Exchange loses some capabilities to function as a personal device. For example, you can no longer use iTunes to sync your Address Book contacts. It's either Exchange or Address Book, but not both. A partial exception is that if you use MobileMe, you can maintain both your personal MobileMe and Exchange calendars. See this Apple article for some more details: <http://support.apple.com/kb/HT3778>.

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. Keep reading in this section to learn more about the author, the Take Control series, and the publisher.

ABOUT THE AUTHOR



Ted Landau has been writing about the Macintosh since the 1980s, starting as a contributing editor for *MACazine* and *MacUser*. He is currently a Senior Contributor for *Macworld*, writing the Bugs & Fixes column as well as numerous other articles. He also writes the *User Friendly View* and *User Friendly Blog* columns for *The Mac Observer*.

In addition to penning this iPhone book, Ted is the author of two prior well-known books on Macintosh troubleshooting: *Mac OS X Help Line* and *Sad Macs, Bombs and Other Disasters*, both from Peachpit Press. The latter title was a number-one bestselling Mac book.

In 1996, Ted founded the *MacFixIt* Web site (<http://www.macfixit.com/>), where he continued as editor for the next 6 years. Until September 2009, he wrote a regular column for the site, mac.column.ted. The site remains the top troubleshooting site for the Mac, having received dozens of awards and citations over the years, including being listed in *PC Magazine's* Top 100 Web Sites. The site is now run by CNET (a division of CBS Interactive).

Ted is also a member of the MacNotables podcast group and a regular speaker at Macworld Expos.

If you want to know even more about what Ted has done, is doing, or will be doing, check out <http://www.tedlandau.com/>.

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Additional thanks go to the tireless work of the people behind the Web sites that cover the iPhone, many of which have been a source for material in this book. These include:

- iPhone Atlas: <http://reviews.cnet.com/iphone-atlas/>
- iPhone Central: <http://iphone.macworld.com/>
- Apple’s own Support site: <http://www.apple.com/support/>

Finally, I dedicate this book to my son Brian. Without his occasional friendly prodding, I might never have pursued many of the fruitful paths of my career, from creating a Web site to joining Twitter.

SHAMELESS PLUG

I encourage you to check out my blogs and columns online:

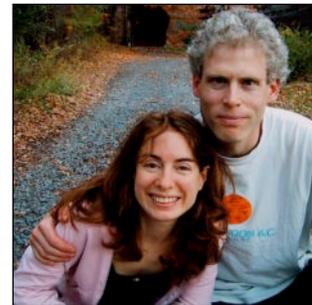
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- *Macworld’s* Bugs & Fixes: <http://www.macworld.com/weblogs/mac911.html> (and monthly in the print magazine)

ABOUT THE PUBLISHER

Publishers Adam and Tonya Engst have been creating Macintosh-related content since they started the online newsletter *TidBITS*, in 1990. In *TidBITS*, you can find the latest Macintosh news, plus read reviews, opinions, and more (<http://www.tidbits.com/>).

Adam and Tonya are known in the Mac world as writers, editors, and speakers. They are also parents to Tristan, who thinks ebooks about clipper ships and castles would be cool.

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