

# The New World of Apple IDs, iTunes, and Mac App Store

Joe Norton  
System Consultation and Training

Certified Member, Apple Consultants Network





# Some Observations...

*“It’s all supposed to just work...”*  
Steve Jobs about iCloud in 2011.

*“So why all the moving parts?...”*  
Joe Norton in 2012

One ID to rule them all...



# Apple IDs - what they do...

...they are the keys to the kingdom

...the gateway to a variety of Apple services

...supposed to be unique to the user

...must be associated with valid email addresses



# Where can the Apple ID be used?

## Apple Online Store

- Apple Online Support (apple.com/support)
- Apple TV
- Concierge (for appointments at Genius Bar)
- FaceTime
- Find My iPhone
- Game Center
- iBooks and iBookstore
- iChat
- iCloud
- iMessage
- iTunes Genius
- iTunes Home Sharing
- iTunes Store
- iPhoto and Aperture Purchases
- iWork Publishing (publish.iwork.com)
- Mac App Store
- Mac OS X Lion
- MobileMe
- My Support Profile
- register.apple.com

<http://support.apple.com/kb/HE69>



# Merging Apple IDs

- you currently cannot merge Apple IDs. Apple IDs are associated with valid email addresses. You can change the name you use for your Apple ID, and you can change the email address associated with your Apple ID unless it is a mac.com or me.com address.
- See: <http://support.apple.com/kb/HE40>
- You may have two Apple IDs. For instance, if you are a registered developer, when you registered you received a special Apple ID, apart from other Apple IDs you may have.



# iTunes Store

Where Apple ID users can have an account that allows them to purchase music, books, iOS Apps, Movies, TV shows, and more.

This content can be purchased to be used on Computers, iOS devices and Apple TVs

iOS devices: iPhones, iPads, iPod Touches, all of which run the iOS operating systems. Computers do not count as devices

Devices and computers, in order to be used, must be authorized / associated with a specific Apple ID

There are rules that come into play concerning an association with a specific Apple device or computer. Your Apple ID can have up to 10 devices and computers (combined) associated with it in an iTunes Store account. Each computer (maximum of 5) must also be authorized using the same Apple ID.

<http://support.apple.com/kb/HT4627>



# iTunes Store on iOS Devices

It is possible to have two Apple IDs on an iOS device, but it can be cumbersome. You may have a MobileMe or iCloud Apple ID for Mail, Contacts, Calendar and Backup, and a different Apple ID for the iTunes Store Account. Workable but confusing.

It is ideal if you use the same Apple ID consistently throughout your iOS devices.

If you disassociate an iOS device from an iTunes store account, to use with a different Apple ID, you must wait 90 days before associating that device with the original Apple ID account again.



# iTunes Store, Synching Content

Two Methods:

Local to iTunes

Wired to iTunes  
Computer

Wirelessly

Wireless Auto Synch

WiFi to iCloud

requires iCloud  
account



# iTunes Store - iOS

Migrating old iOS hardware to new iOS hardware

Two methods:

- iCloud: backup old device to iCloud then restore that backup to new device.
- Backup old device to iTunes, then restore that backup to the new device.



# iTunes Match

A service that allows you to have access on your iOS devices to up to 25,000 songs that you've have in your iTunes Library. It's an annual subscription, cost is \$24.99

## Requirements:

- iTunes library computer (Mac or PC), iTunes 10.5.1 or greater
- iOS device must be running iOS 5.0.1 or better
- **You do not need an iCloud account to use iCloud Match.** You must sign up with an Apple ID associated with an iTunes Store account. You're not limited to iTunes store purchases: if you imported music from CDs or purchased songs from somewhere other than iTunes, they will be included.
- Limit of 10 iOS devices and computers using iTunes Match.



# Mac App Store

- Differs from the iTunes Store in that only applications are available, and only Mac computers need apply.
- Requires running OS 10.6.6 (10.6.7 is better) on the Macintosh to access the App Store App
- you have to have an authorized Apple ID to make the purchases.

So, how many Macs can I install the programs I buy on?

- It's the honor rule here, the requirement is that you have to use an authorized Apple ID on the computer to make the purchases.



# Mac App Store for Business Users

- Volume Purchase Program: Apple has requirements for businesses to participate in the program. see: <http://www.apple.com/business/vpp/>
- Apple branded software has licensing requirements (usually 20 installs and up) and is priced per chair.
- Deployment and Imaging
  1. Purchase Redemption codes
  2. Use Apple Remote Desktop to install and copy where needed or use NetInstall or NetRestore Utilities.



# Client issues with Apple IDs

- Two IDs, one for iTunes Store, and one for iCloud.
- Apple ID primary Email address has changed.
- iTunes Store is registered on 5 computers with same Apple ID, but 2 of them were destroyed in a fire. How can the client get the replacement computers authorized?
- Client is bringing a computer in for service and wants to know about implications for his iTunes account.
- Client is going to use iCloud. Is the 5GB free storage enough?



# Resources

The following links may be helpful in pursuing additional information:

Frequently asked questions about Apple ID

[http://support.apple.com/kb/HE37?viewlocale=en\\_US&locale=en\\_US](http://support.apple.com/kb/HE37?viewlocale=en_US&locale=en_US)

Devices and Apple IDs

<http://support.apple.com/kb/HT4627>

Apple Software Volume Licensing

<http://www.apple.com/mac/volume-licensing/>

Apple IDs and iCloud

<http://support.apple.com/kb/HT4895>

How to change the name you use for your Apple ID

<http://support.apple.com/kb/HE40>

My Apple ID (ID creation, and general ID issues and management)

<https://appleid.apple.com>



# Q & A

Contact and Followup  
[josephnorton@mac.com](mailto:josephnorton@mac.com)