

- New
- Open... ⌘O
- Browse... ⇧⌘O
- Open Recent
- Close ⌘W
- Save ⌘S
- Save As... ⇧⌘S
- Check In...
- Save a Copy... ⇧⌘S
- Revert
- Place... ⌘D
- Import XML...
- Adobe PDF Presets
- Export... ⌘E
- Cross-media Export
- Document Presets
- Document Setup... ⇧⌘P
- User...
- File Info... ⇧⇧⌘I
- Preflight... ⇧⇧⌘F
- Package... ⇧⇧⌘P
- Print Presets
- Print... ⌘P
- Print Booklet...

Beep!

The beep is an ingenious creation. Like the railroad toot but unlike an old telephone ring, beeps have both a distinct start and finish, marked by the twin plosives "b" and "p," and an elastic center that can generously expand and contract like an accordion: beeeeeeeep. You can create Morse code in beeps. Beeeeep beep beep beep. Beep. Beep. Beep beeeeep beeeeep beep.

"The beep is a purely human-made, electrical sound," Jonathan Sterne, a professor of communication studies at McGill University, told me by e-mail. Plants don't beep, nor weather, nor animals. (The beep-beeping Road Runner of Warner Brothers is an exception.) If you hear a beep, you know that a person, or more likely his artifact, is signaling. There's no wondering, Is that a beep or a nightingale? Is that a beep or a tornado? Beeps are also not voices or music.

And still, sonically exotic as they may be, beeps are now easy to make; they are cheap and light. No wonder they have become ubiquitous. Everything beeps. E-mail beeps. Text messages. Trucks in reverse. Hospital monitors. Spaceships on TV. Call waiting. Stoves, dashboards, cameras, clocks. Coffee machines. Dishwashers. Elevators. Toys. Robots. Toy robots.

All these beeps have a single message, as Max Lord, an interactive designer who specializes in audio technology, told me by e-mail. "Beeps mean, 'Pay attention to me,'" he wrote.

In Dennis Lehane's novel "Mystic River," a cop lies in bed listening to the world beep. He notices the beep of the "ceiling fan, microwave and smoke detectors and the humming beep of the fridge." "It beeped on the computers at work. It beeped on cellphones and Palm Pilots and beeped from the kitchen and living room and beeped a constant beep-beep-beep on the street below and down at the station house and in the tenements of Faneuil Heights and East Bucky Flats."

"When the" — beep, he wonders — "did that start happening?"

HEFFERNAN *Time Escape On Technology* 3



Print Booklet

Setup

Preview

Summary

Setup

Print Preset: [Custom]

Printer: PostScript® File

Pages: All
 Range: 1-8

Booklet Type: 2-up Saddle Stitch

Space Between Pages: Creep: 0 in

Bleed Between Pages: Signature Size:

Margins:

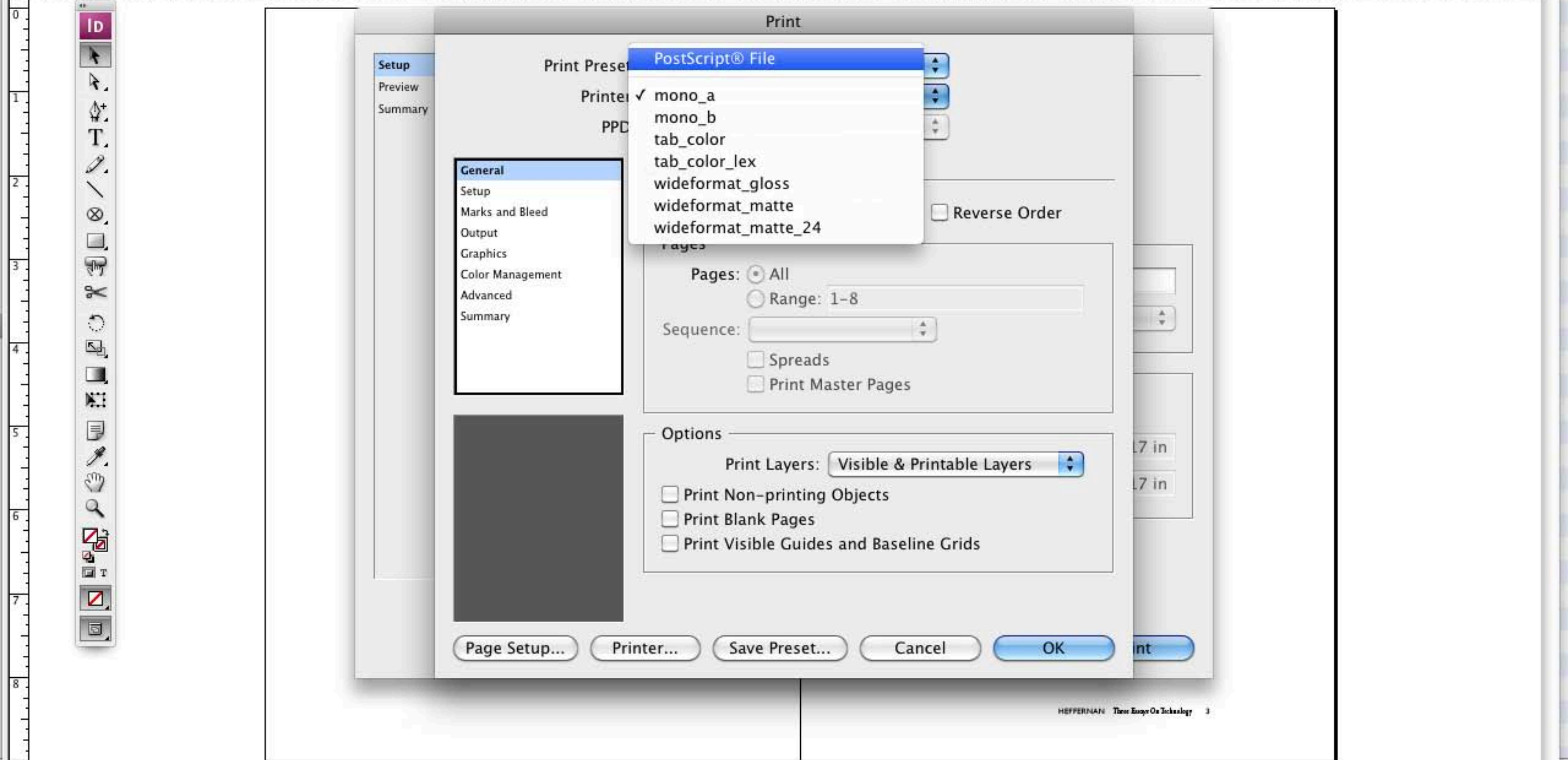
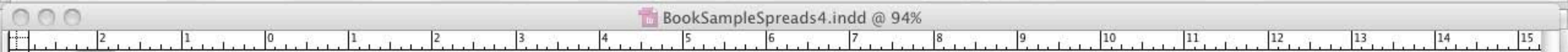
Automatically Adjust to Fit Marks and Bleeds

Top: 0.2917 in Left: 0.2917 in

Bottom: 0.2917 in Right: 0.2917 in

Print Blank Printer Spreads

Top toolbar with various icons for selection, alignment, and zooming. Includes fields for X, Y, W, H dimensions and a font size field set to 0 pt.



Print

Print Preset: [dropdown]

Printer: [dropdown]

PPD: [dropdown]

General

- Setup
- Marks and Bleed
- Output
- Graphics
- Color Management
- Advanced
- Summary

Pages: All Range: 1-8

Sequence: [dropdown]

Spreads Print Master Pages

Reverse Order

Options

Print Layers: [dropdown: Visible & Printable Layers]

- Print Non-printing Objects
- Print Blank Pages
- Print Visible Guides and Baseline Grids

Buttons: Page Setup... Printer... Save Preset... Cancel OK Print

PostScript® File

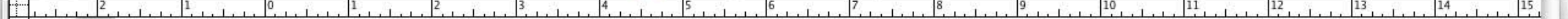
- mono_a
- mono_b
- tab_color
- tab_color_lex
- wideformat_gloss
- wideformat_matte
- wideformat_matte_24

X: [] W: [] Y: [] H: []

0 pt 100%

[Basic Graphics Frame]+

BookSampleSpreads4.indd @ 94%



Print

Print Preset: [Custom]

Printer: PostScript® File

PPD: HP LaserJet 5100 Series

General

Copies: 1 Collate Reverse Order

Pages

Pages: All Range: 1-8

Sequence: []

Spreads Print Master Pages

Options

Print Layers: [Visible & Printable Layers]

Print Non-printing Objects

Print Blank Pages

Print Visible Guides and Baseline Grids

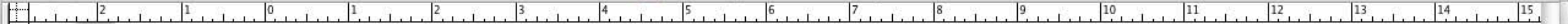
Page Setup... Printer... Save Preset... Cancel OK

X: [] W: [] Y: [] H: []

0 pt 100%

[Basic Graphics Frame]+

BookSampleSpreads4.indd @ 94%



Print Booklet

- Setup
- Preview**
- Summary

Spread 1 of 4 - Pages(8, 1)

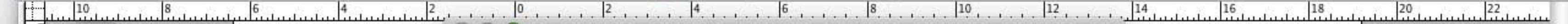
Messages

Warning

Print Settings... Cancel Print

X: [] W: [] Y: [] H: [] 0 pt 100% [Basic Graphics Frame]+

BookSampleSpreads4.indd @ 50%



Save PostScript® File

Save As: YourFileNameHere.ps

5_BOOK PROJECT

Name	Date Modified
BookProject.pdf	3/31/10
Book_CoverSample.pdf	3/30/10
Book_Sample.pdf	3/30/10
Proportions_TextBlock.pdf	3/29/10
Proportions_PageSizes.pdf	3/29/10
BookMap.pdf	3/24/10
Heffernan.rtf	3/24/10
Heffernan.pdf	3/24/10

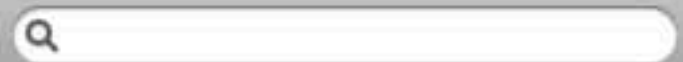
Use Adobe Dialog

New Folder Cancel Save

...regularly space-able laboratories keep an often associated with better papers, but also high-tech working or alert system.

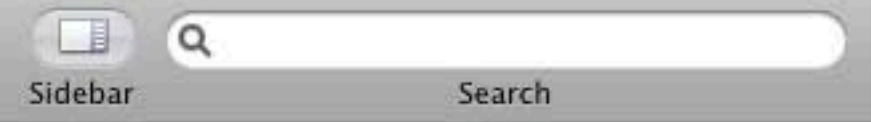
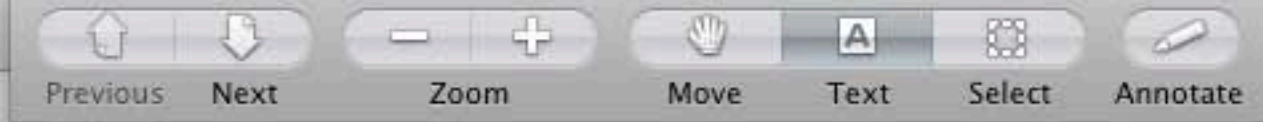
Whether or not we connect with R2D2, consumers need to find a way to enjoy all these things. They may make us feel more busy and efficient, but these things for attention also exist a toll. Beeps must either be tolerated, shut down or ignored — and all of these responses cost us energy and intelligence. No wonder we resent the jangling of our attention spans in the digital age. Maybe it's the work of ignoring so many beeps that contributes to the feeling that we're chronically behind and frustrated.

On the other hand, as Steve pointed out, the Web is "largely a silent medium." We prefer to enjoy our visual and textual experience online in silence. Other than a few chimes and steady sound effects that communicate "everything is working" —



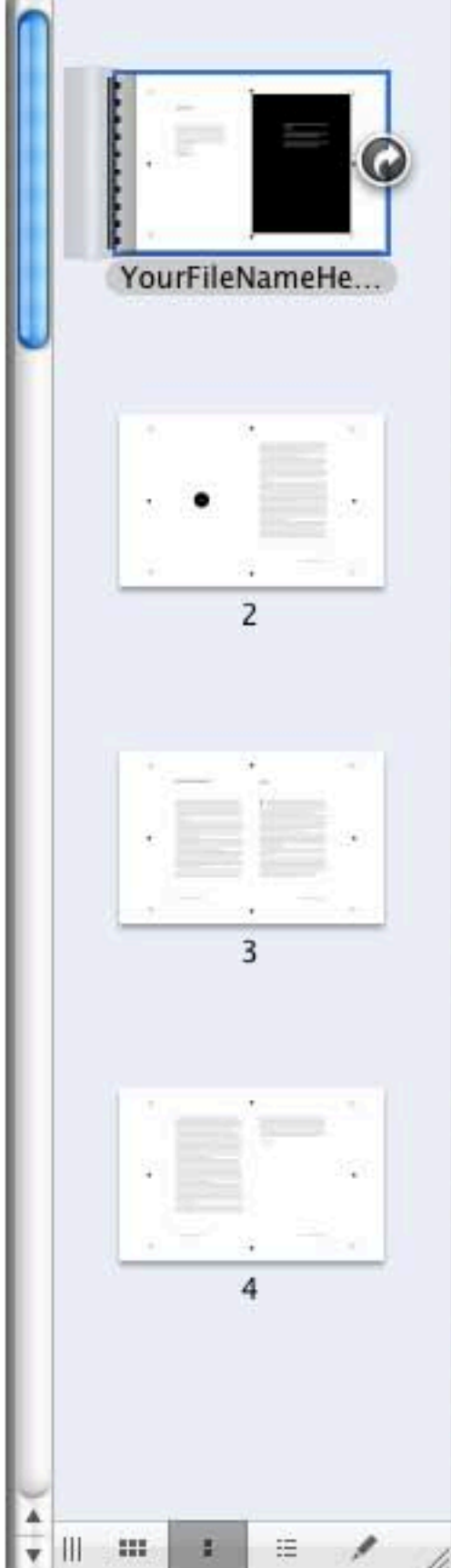
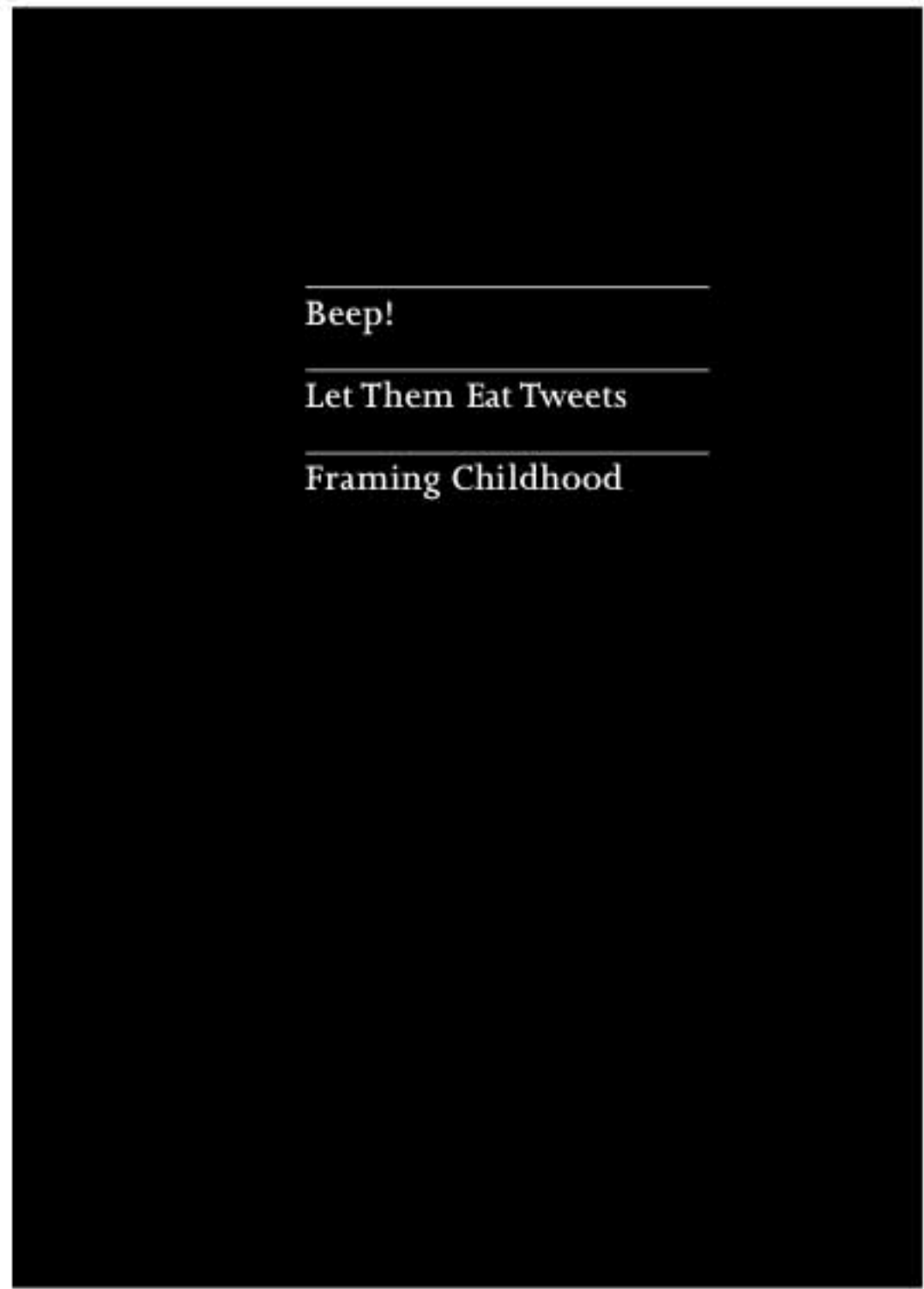
Name	Date Modified	Size	Kind
Book_CoverSample.pdf	Mar 30, 2010 10:48 PM	41 KB	Portab... (PDF)
Book_Sample.pdf	Mar 30, 2010 10:47 PM	98 KB	Portab... (PDF)
BookMap.pdf	Mar 24, 2010 2:13 PM	217 KB	Portab... (PDF)
BookProject.pdf	Mar 31, 2010 11:36 AM	102 KB	Portab... (PDF)
Heffernan.pdf	Mar 24, 2010 11:17 AM	147 KB	Portab... (PDF)
Heffernan.rtf	Mar 24, 2010 11:26 AM	57 KB	Rich T...ormat
Proportions_PageSizes.pdf	Mar 29, 2010 11:36 AM	3.3 MB	Portab... (PDF)
Proportions_TextBlock.pdf	Mar 29, 2010 12:04 PM	37 KB	Portab... (PDF)
YourFileNameHere.ps	Today, 5:47 PM	791 KB	PostScript

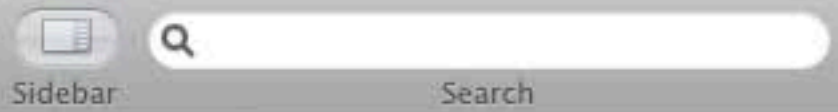
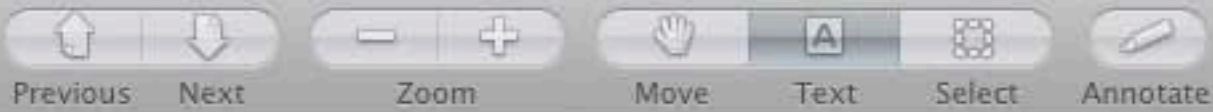
- DEVICES
 - iDisk
 - mgsa
- SHARED
 - artprint
 - neo_01
 - neo_02
 - neo_03
 - neo_04
 - neo_05
 - neo_06
 - All...
- PLACES
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 - Desktop
 - Applications
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- SEARCH FOR



Colophon

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1 of 4

Printer:

Presets:

Copies: Collated

Pages: All
 From: to:

Paper Size: 8.50 by 11.00 inches

Orientation: Portrait Landscape

Auto Rotate

Scale

Scale to fit

Images

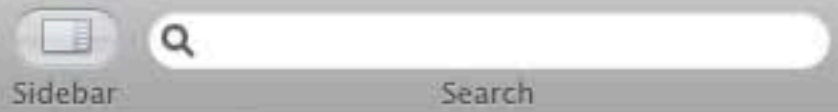
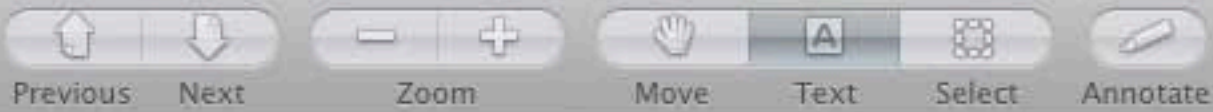
Print

- ✓ Preview
- Layout
- Color Matching
- Paper Handling
- Paper Feed**
- Cover Page
- Scheduler
- AdobePDFPDE800
- IProofX-PDE
- Color/Quality Options
- Finishing
- Booklet Printing
- Manual Duplex
- Job Storage
- Summary

PDF ▾ Supplies...

Print





1 of 4

Printer:

Presets:

Copies: Collated

Pages: All
 From: to:

Paper Size: 8.50 by 11.00 inches

Orientation: Portrait Landscape

Paper Feed:

- All pages From:
 - Auto Select
 - Tray 1
 - Tray 2
 - Tray 3
 - Tray 4
 - Tray 1 (Manual)
- First Page From
- Remaining From



250 people, has some wonderfully cryptic tweets from Murray Hill, a drag-king entertainer, and Tourné, the novelist and critic, alongside some less-inspired posts from PR people and cultural institutions trying to pass as normal Twitterers. I myself mostly post links to this column, hoping that the self-promotion is transparent enough that people can easily ignore a link or click it if they're curious. But don't get