

### CATCHING UP

Two months ago, I wrote about creating QR symbols for advertising, and I was flooded with many positive emails about it. As you read in the February *M-U-M*, [www.snap.vu](http://www.snap.vu) creates the codes; you can then track them to see how many people are taking a picture of the code. I included a code in the article. The first day, I got over 100 readers who scanned the code. I also learned that there are more iPhones scanning the code than Android phones. I was very happy for the S.A.M. member who wrote to tell me that at a meeting in his office, they wondered how to create those codes. Glad to report that he was able to generate a code for his boss in minutes, thanks to this column. Happy to help!

One of my favorite magic apps is Mental Killer, which I gave high marks to in a previous column. If you don't have it on your iPod/iPod Touch or iPad, now is a good time to get it. This gem of an app has been updated so it works on a Skype dialer, which is great for the iPad. The second reason to get this now is that it is on sale from \$19.95 to a *very* reasonable \$4.99. Don't question it; just get it. I promise that you'll put it on your front page. Available at the iTunes app store.

### 21 CARDS REVEALED

The 21-card Trick probably was one of the first card tricks you learned as a child. Lay seven cards in three rows, etc. Sure you can do it, but do you know how it works? Do you really want to know? Really? Okay, just point your browser to: [www.bbc.co.uk/dna/h2g2/alabaster/A544989](http://www.bbc.co.uk/dna/h2g2/alabaster/A544989)

### LET'S DO SOME CARD TRICKS



Thanks to S.A.M. Dean George Schindler, your iPod, CD player, mp3 player, computer, or iPhone can perform ten card tricks. This audio, narrated by George, walks the spectators through the tricks. This CD or mp3 CD ROM enables you to download ten great self-working card effects to your iPod or iPhone. The spectators simply follow the instructions. You will need a speaker for your phone or iPod. Learn all about it at [www.showbizmagic.net](http://www.showbizmagic.net). While you are there, you can also check out George's ventriloquism lessons for your iPod/iPhone.

### MAGIC FOR THE CYBER STREETS

During my current lecture tour, I devote some time to tech magic. A few times, a discussion has come up in regards to magic apps: are they magic tricks or just computer programs that do all the work and aren't really magic?

My feeling is that a lot of apps are not amazing on their own,

but if they are an addition to something that can be done live, they are welcome in my act.

Here are two apps that, on the surface, don't seem like they would be magical, but in the end, they have merit.

Magic Matrix is an app put out by Tenyo and, as usual, they have come up with something really clever. It involves four coins and four cards. You know the drill. This is a three-phase routine. First, the coins disappear from under three of the cards and appear under one card. The second phase has all four coins gathering under the spectator's chosen card. Phase three has all the coins instantaneously returning back under each card. Tenyo has added some great gaffs here to dispel the idea of an automatic program just going through the motions. There are also

some special "locks," so the spectator cannot do what you can. When I first looked at this app, I thought it was a silly idea until I played with it and tried it out on a few people. It works on the iPhone and iPod Touch, but it looks absolutely beautiful on the iPad. This definitely has potential. I can also see this as an introduction to doing the effect with real props. Check it out in the iTunes app store for \$2.99.

Raymond Ee has a fun and interesting app called Magic Cup. It's the old Three Shell Game with three coffee mugs and a mini basketball. The spectator hides the ball under one mug, mixes them around, and you can divine where the ball is. You can also mix the cups and make the spectator lose. He has also made it possible for you to make the ball appear under whatever cup you wish. Like the Tenyo trick above, he has added various "locks" to

keep the spectator guessing. The secret is not what you think. The method in this effect reminds me of something that Walt Disney said about his filming of *Mary Poppins*, "When you think you know how we filmed it, we change the method to keep you guessing!" Once again, this app works on its own or as an intro to a live shell game or cups and balls routine. Available at the iTunes app store for a whopping 99 cents. ★

**Bruce is always on the lookout for computer magic, iPhone/ iPod Touch apps, and tech toys that can be used in magic applications. If you have any suggestions for future columns, write to Bruce at [SAMtalkBruce@cox.net](mailto:SAMtalkBruce@cox.net)**



Magic Matrix



Magic Cup