Practical

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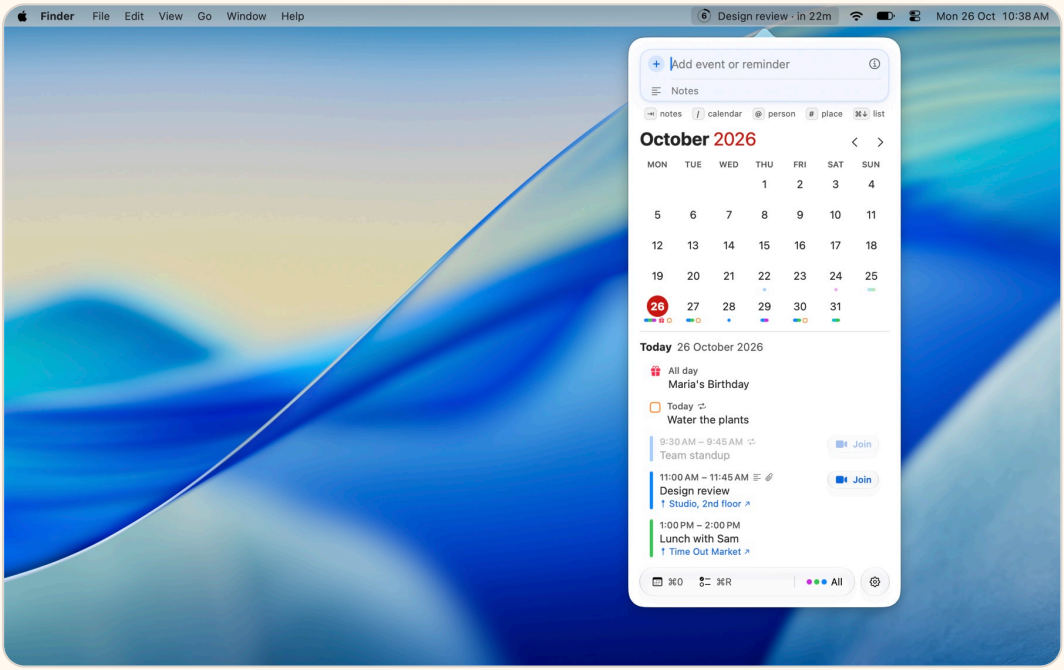
REVIEWER'S GUIDE · NOVEMBER 2026

Walk into every meeting ready.

Practical is a fast, good-looking menu bar add-on for the Calendar and Reminders already on your Mac. Your next meeting counts down in the menu bar, plans change when you type what's different, and the docs for a meeting open on your iPhone too.

Every chapter on the left is a link. Short on time? Start with page 2 →



ON SALE
Since 5 November 2026

PRICE
€40 once, VAT included

TRIAL
14 days free, no card needed

NEEDS
macOS 14 Sonoma or later

press@david-alves.com

david-alves.com/practical

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AT A GLANCE

Practical in one page.

A fast, good-looking menu bar add-on for the Calendar and Reminders already on your Mac. Your next meeting counts down in the menu bar, and plans change when you type what's different. Nothing to import, no account: every account Calendar already has works from the first minute.

WHAT STANDS OUT

Change anything by typing what's different
"push it to Friday" keeps the time; "postpone a week" moves it by a week. p. 4 →

Docs that open on iPhone
Attach the agenda to the event; it opens from Calendar and Reminders on iPhone and iPad. p. 9 →

Special days of its own
When the clocks change, to the minute. Mother's Day in 170 countries and regions, Father's Day in 143. p. 11 →

Calendar groups that still warn you
A Focus hides your personal calendars, yet a new time that clashes with one says so. p. 12 →

Birthdays you can act on
Click one to wish them well in Messages or Mail. p. 10 →

Reminders that don't slip
A missed reminder stays on today, in red, until it's done. p. 10 →

THE FACTS

On sale	**Since 5 November 2026**
Price	**€40 once, VAT included. No subscription.**
Trial	**14 days, every feature, no card**
License	**2 Macs, no account**
Needs	**macOS 14 Sonoma or later**
Where	**david-alves.com/practical and the Mac App Store**
Maker	**David Alves, Portugal**
Press	**press@david-alves.com**

GET THE PICTURES

Press kit
Light screenshots, video, icon · 24 MB

Dark mode
Screenshots and video · 18 MB

Cut-outs
Transparent background, light · 20 MB

Cut-outs, dark
Transparent background, dark · 20 MB

Video
Clips, overview, vertical · 26 MB

READY TO QUOTE, SHORT VERSION

Practical is a fast, good-looking menu bar add-on for Calendar and Reminders on the Mac. It counts down to the next meeting, adds events from plain English and changes them the same way: type "push it to Friday". It costs €40 once and needs macOS 14 or later.

A longer version is on page 17.

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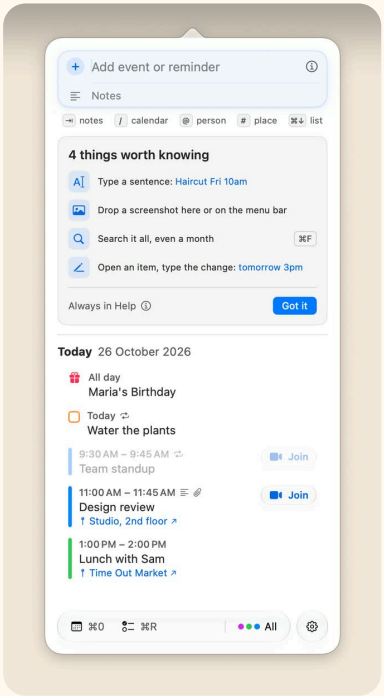
GETTING STARTED

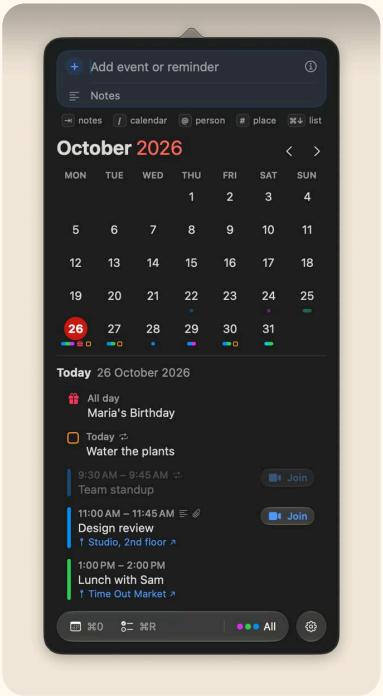
Five minutes with your copy.

1. **Download and open it.** The link is in the email this guide came with, and your copy is signed and notarized by Apple. Unzip it, move Practical to Applications and open it. It lives in the menu bar, not the Dock.
2. **Allow Calendars and Reminders.** macOS asks as it opens. Contacts (for people and birthdays) and Location (for places near you) are asked the first time something needs them, and both are optional.
3. **Add your license key.** Paste it into Settings › About. It's in the same email. Without one, the 14-day trial has every feature.
4. **Open it from anywhere.** `⌥⌘N`, or a click on the menu bar item. `esc` closes it, and anything half-typed stays for next time.
5. **See what it understands.** The first time it opens, a card shows four things worth knowing in the month's place; Got it brings the month back. The `?` in the add field lists every phrase and key.

Quick add and changes understand English only, for now. Dates, times and the first day of the week follow the Mac's region settings, so 24-hour clocks and day-first dates look right. Every picture and video in this kit is the real app with made-up calendars, no mockups; the name under each picture is its file in the kit, in light and dark.



The first time it opens
`02-first-open-welcome`



Every picture comes in dark too
`01-menu-bar-and-today`

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01

Change it by typing what's different

Plans move. Open any event or reminder and type the change, the way you'd say it.

- **Only what you say changes.** "Friday" keeps the time, "at 4" keeps the day, and the length stays put unless you give a new one.
- **Or move it by an amount:** "next week", "postpone a week", "push 2 days", "3 days earlier" or "+1w", counted from the item's own date.
- **A card shows the old and the new** before anything is saved. ↩ saves it and takes you to its new day; Undo, or ⌘Z, puts it back.
- **Days, times, lengths, repeats,** all-day, the calendar or list, and the name. Invited people? The card says who gets the update.

TRY IT

`push it to Friday`
Another day, same time

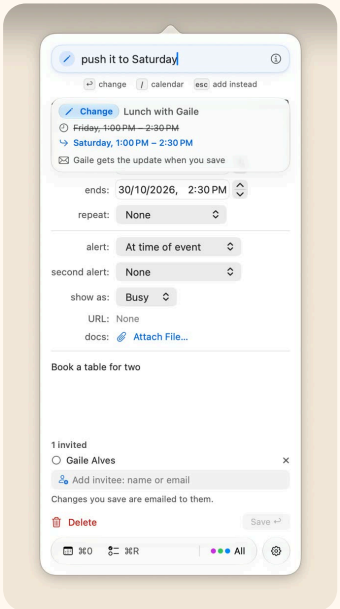
`at 4`
Another time, same day

`postpone a week · push 2 days`
Moved by an amount

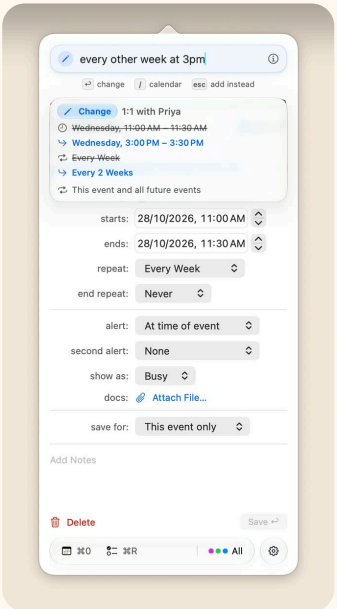
`for 2 hours · until 6pm`
A new length

`every other week`
A new repeat

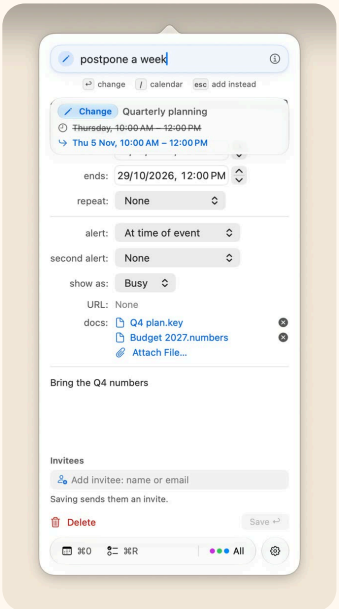
`move to Home · /home`
Another calendar



"push it to Saturday": the day changes, the time stays
`03-change-it-push-to-saturday`



"every other week at 3pm": a new repeat and time
`04-change-it-every-other-week`



"postpone a week": same weekday, time and length
`05-change-it-postpone-a-week`

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02

Quick add in plain English

Type it like you'd say it. A card under the field shows what Practical understood before you press Return.

- **The day, the time, how long, how often,** who's coming, where, and when to remind you. Meals get their usual times.
- **Short times work:** “4p”, “10a-11a”. So do deadlines: “due Friday” and “until Friday” land on Friday, and “9 to 12 Nov” makes an all-day event for all four days.
- **“todo”, “task” or “remind me to”** makes it a reminder. ⇥ jumps to the notes, ↵ adds it, with Undo right there.
- **It lands in Calendar or Reminders,** in the calendar or list you picked (or your default), so it's on every device right away.

TRY IT

`Lunch with Gaile Friday 1pm for 90 min`
An event with a length

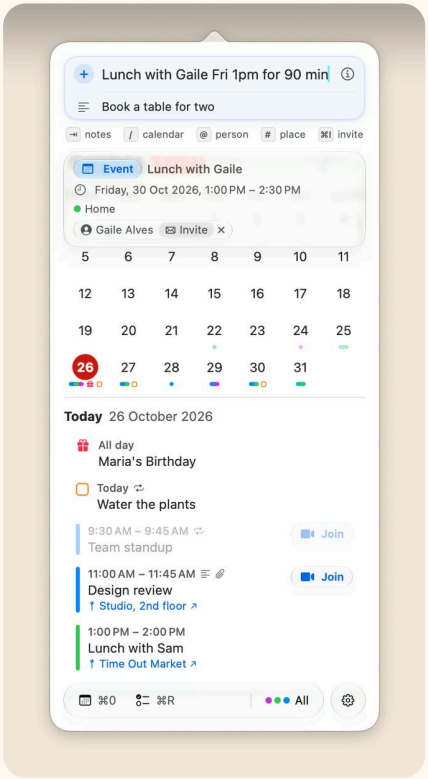
`Dentist 18th at 3pm alert 1 hour before`
A date and an alert

`Standup every weekday at 9:30 /work`
A repeat, in the Work calendar

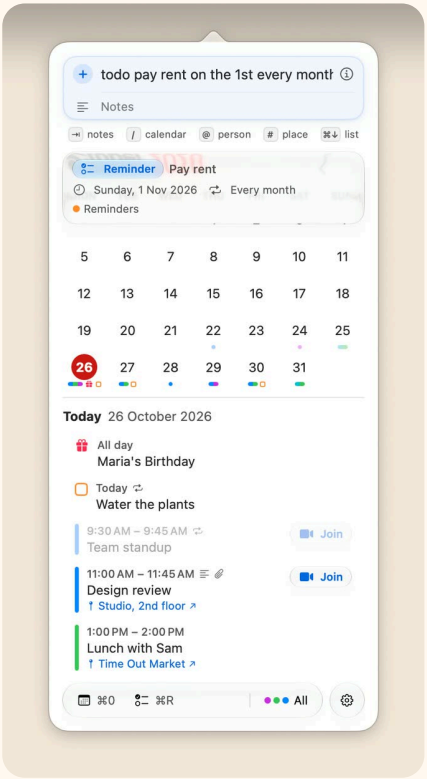
`Team offsite 9 to 12 Nov`
All day, four days

`todo pay rent on the 1st every month`
A monthly reminder

`remind me to call Mom tomorrow at 6p`
A reminder with a time



Quick add reads an event as it's typed, and invites Gaile
`06-quick-add-event`



“todo” makes it a reminder
`07-quick-add-reminder`

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03

Pictures into events

Got the event in a picture? A poster, a ticket, an invite in a chat: hand it to Practical and the event in it fills in.

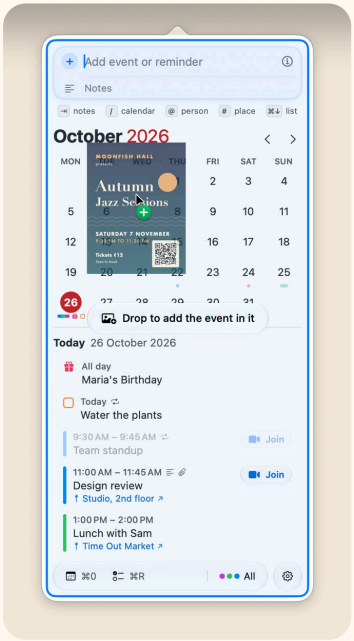
- **Three ways in:** Share › Add to Practical on a screenshot, paste a picture into quick add with ⌘V, or drag a photo or screenshot onto Practical's window or its menu bar icon. While a picture is over the window, its edge lights up.
- **Quick add fills in** the name, the day, the time and the place, ready for ↵, and you can change any of it first. On a poster it takes the event's own name, not the venue's.
- **A QR code's link** goes into the notes and becomes the event's URL, so the tickets are a click away. A meeting link goes into the notes too, where ⌘J finds it.
- **Read on your Mac:** macOS text and QR code recognition, with Apple Intelligence's on-device model where the Mac has it. Practical keeps nothing of the picture once it's read, and doesn't look up the place in Maps unless you ask.

TRY IT

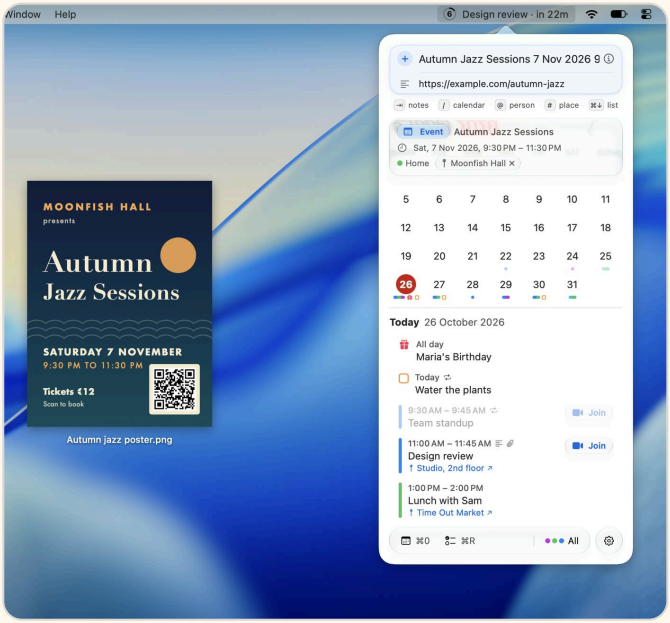
Share › Add to Practical
On a screenshot of an invite or a ticket

⌘V in the add field
A picture you copied

Drag a photo onto the window
Or onto the menu bar icon



A poster dragged onto Practical: “Drop to add the event in it”
`08-picture-drop-on-practical`



The poster read: its event in quick add, ready for Return
`09-picture-event-filled-in`

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04

People, places and calendars

Three keys do the picking while you type: @ for a person, # for a place, / for a calendar or list.

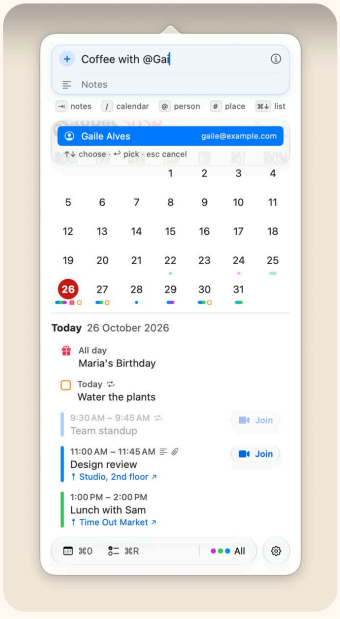
- **@** finds people in Contacts and invites them to the event (“with Gaile” works too). An email address after @ works for someone who isn't in Contacts.
- **#** searches Apple Maps for places near you, with your own Home and Work first. An event gets the place as its location; a reminder goes off when you arrive, or with ⌥↩ when you leave.
- **Near you** comes from Location if you allow it, otherwise from places you picked before or your time zone. Places open in Apple Maps, or Google Maps if you prefer.
- **/** picks the calendar or reminder list by name.

TRY IT

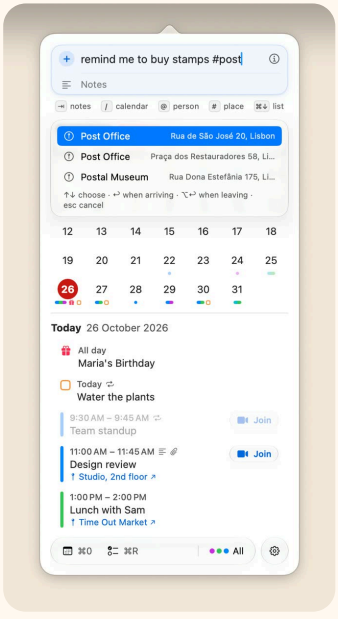
`Coffee with @Gai`
↩ picks Gaile from Contacts and invites her

`remind me to buy stamps #post`
Pick the post office: it alerts on arrival

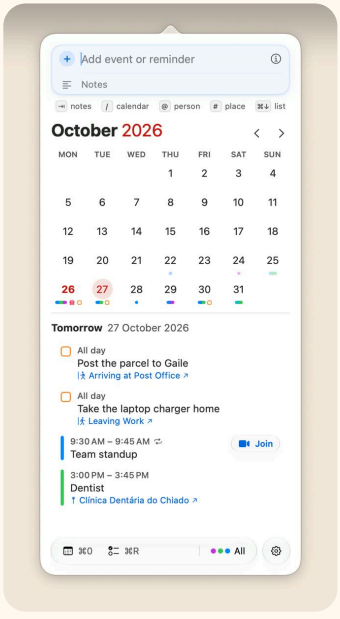
`Design review Thursday 2pm /wo`
↩ picks the Work calendar



@ picks someone from Contacts
`10-pick-a-person`



picks a place
`12-pick-a-place`



Reminders for arriving and leaving, in the day's list
`14-arrive-and-leave`

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05

Invites, and invitations sent to you

Add someone and Practical invites them. Someone invited you? Answer from the day's list.

- **Inviting:** each person on a new event gets an Invite pill. After ↩ the footer counts down, "inviting Gaile in 6s", and Undo takes it back before anything goes out. ⌘I skips the invite.
- **From your own calendar:** the invitation comes from your iCloud, Google or Exchange account, the way Calendar sends one.
- **Later:** open an event you organize to see who's invited, add someone, or take someone off. Moving or deleting it asks first, and says who hears about it.
- **Answering:** an invitation is dashed in the list with ✓ ? ✕ beside who sent it, and the same Accept, Maybe and Decline sit at the top of the event. Declined events leave the list, as in Calendar.

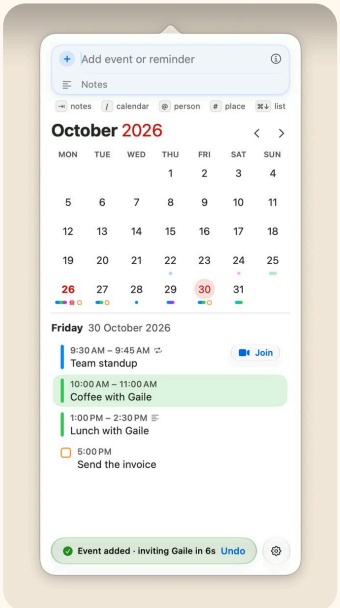
TRY IT

`Lunch with Gaile Friday 1pm`
Gaile is invited; ⌘I skips it

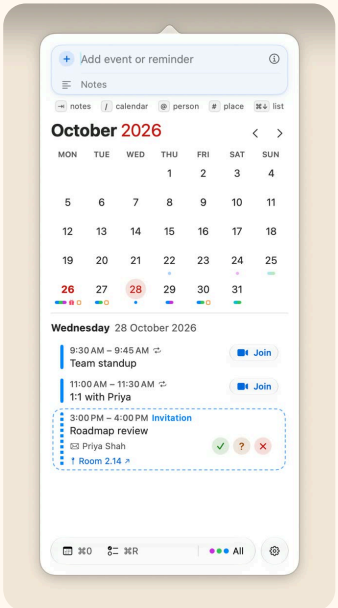
`Coffee @sam@example.com Fri 10am`
Someone who isn't in Contacts

`Open the event › Add invitee`
Save and Invite sends it

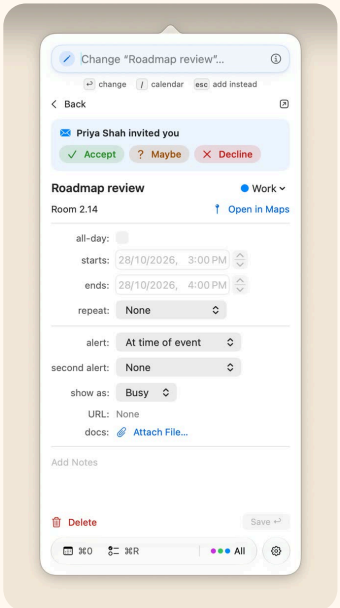
`✓ ? ✕`
Answer an invitation from the list



Added: Gaile's invitation goes in 6 seconds, with Undo
`15-invite-with-undo`



An invitation: dashed, with ✓ ? ✕ beside who sent it
`17-invitation-in-the-list`



Accept, Maybe or Decline at the top of the event
`18-invitation-accept-maybe-decline`

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06
Docs that open on iPhone

Attach the agenda, the contract or the boarding pass to the event it belongs to.

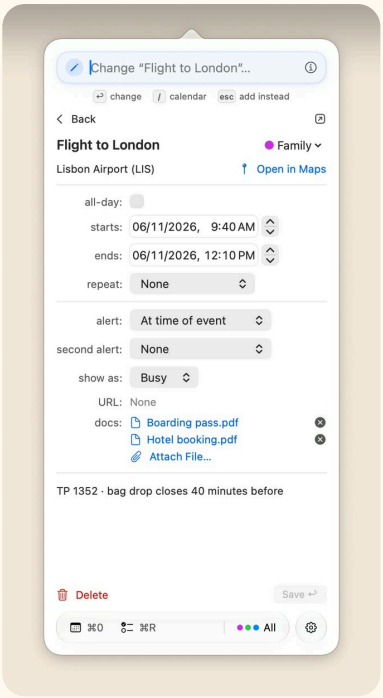
Practical saves the file as an iCloud Drive link at the end of the notes, the one place Calendar and Reminders show on every device. So the doc opens from Practical on the Mac, and from Calendar or Reminders on iPhone and iPad. A file from elsewhere is copied into a Practical folder in iCloud Drive first, and a paperclip on the row says it's there.

The steps show beside the share menu, with a short video of it being done. A doc opens with one click on its name; right-click to rename or remove it. Attach the same file again and the copy is reused, and a copy nothing uses any more goes to the Trash.

TRY IT

`Open an event › Attach File…`
Pick the file

`Share a Link › Copy Link`
Practical adds the link

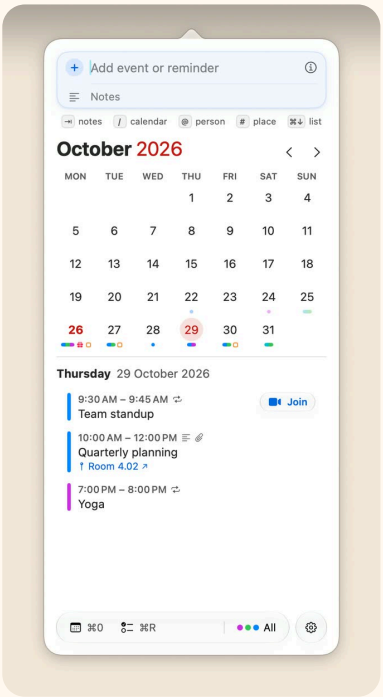


Docs attached to an event, as iCloud Drive links
`19-docs`

07
The menu bar, and every meeting ready

What's next sits in the menu bar with a countdown, next to a ring of what's left today.

The ring fills as events end and reminders get done. Zoom, Meet, Teams and Webex links get a Join button that lights up ten minutes before the start, and ⌘J joins whatever is on or next; give it a shortcut in Settings and it works from any app. Prefer a quiet menu bar? Show just the icon. Small marks on a row say it has notes, repeats or docs before you open it.



Marks for notes, repeats and docs, places and Join
`20-notes-repeats-docs-marks`

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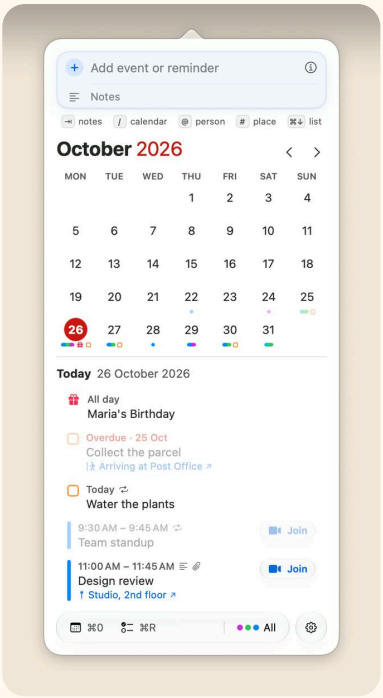
Reminders that don't slip

A reminder you missed stays on today, in red, until it's done.

Overdue reminders sit at the top of today's list with the day they were due, and a red “overdue” pill brings you back up if you scroll past. Check one off with a click, swipe it right to finish it or push it to tomorrow, or snooze it: in an hour, this evening, tomorrow or next week. Type just a time on an overdue one, “at 5”, and it moves to the next 5 o'clock.

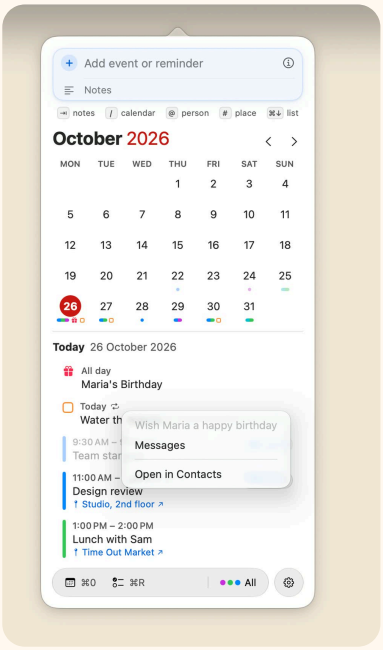


Missed reminders stay on today, in red
`21-missed-reminders`

09
Birthdays

Birthdays from Contacts show on the day, with a gift in the month, so none sneaks past.

Click one and Practical offers to wish them a happy birthday: a message in Messages to any number on their card, with “Happy birthday, Maria!” already typed, an email to any address, or their card in Contacts.



Click a birthday to wish them well
`24-birthday-greeting`

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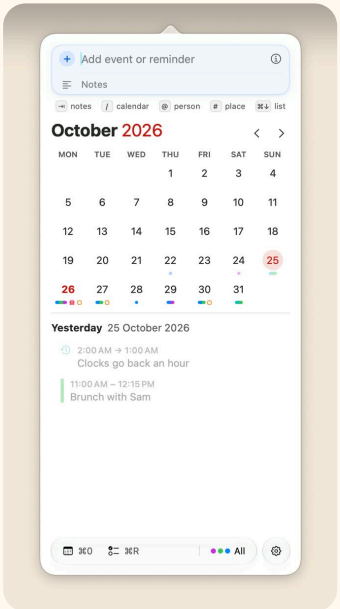
Special days

The days that sneak up on you, in a calendar Practical brings along.

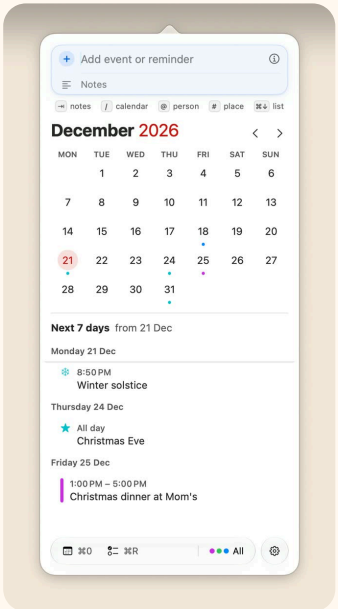
When the clocks change, to the minute, for the Mac's time zone. New Year's Eve and New Year's Day. Mother's Day on the right date in 170 countries and regions, and Father's Day in 143: Portugal, Spain and Italy celebrate fathers on 19 March, Germany on Ascension Day and Australia in September, the UK's Mothering Sunday follows Easter, and France moves Mother's Day when Pentecost lands on it.

Solstices and equinoxes come with their exact time, plus Valentine's Day, Halloween and Christmas Eve. The calendar is read-only, worked out on the Mac and never written to Calendar, and it skips any day a holiday calendar already shows. Each kind can be turned off in Settings › Special Days, or from the day itself.



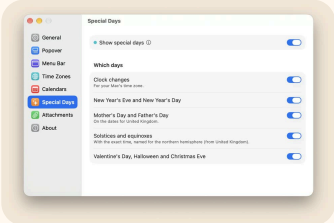
The night the clocks went back, to the minute

`22-special-days-clocks`



Solstice and Christmas Eve in the next 7 days

`23-special-days-december`



Settings › Special Days

`37-settings-special-days`

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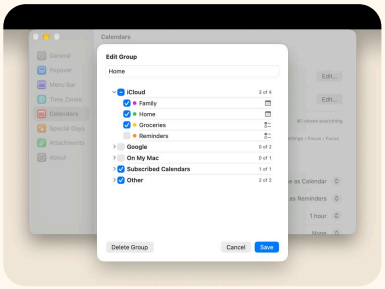
11

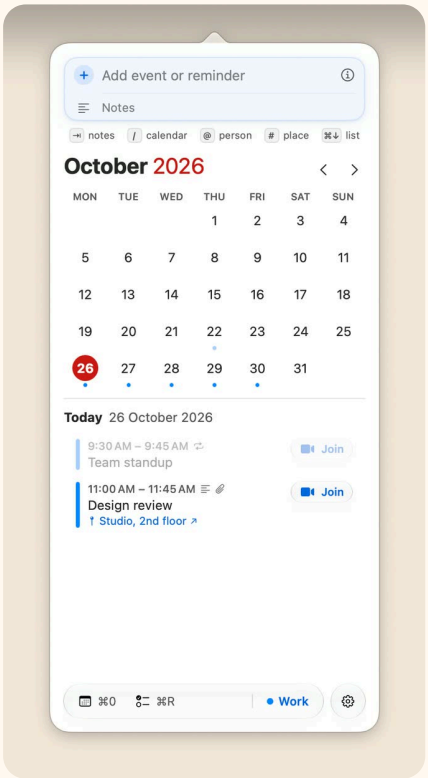
Calendar groups, Focus and clashes

Work at work, everything else after, and no clash hiding behind a group.

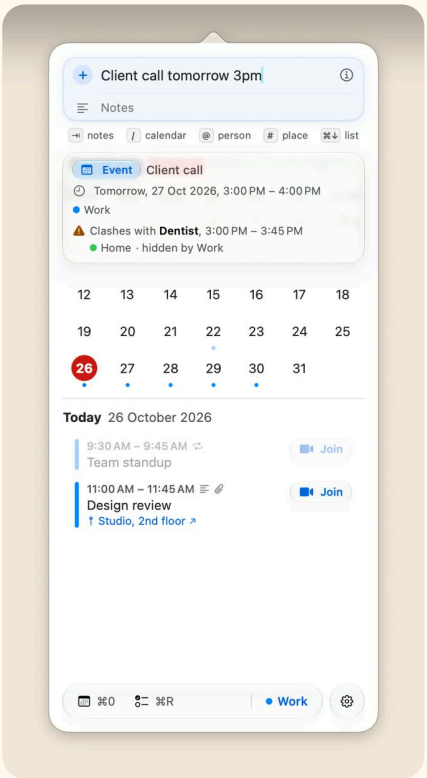
- **Groups** like Work, Home or Family switch from the bottom of the popover or with ⌘1 to ⌘9. The month, the day's list and the menu bar all follow.
- **A Focus can pick the group:** add Practical to a Focus in System Settings, and the Work Focus shows only work.
- **Hidden, not forgotten.** While a group hides calendars, a new time that lands on one of their events says so, naming it and its calendar: in quick add, a typed change, the edit fields, and while dragging.
- **Making a group** folds calendars by account, as in Calendar's sidebar; one checkbox takes a whole account.



Edit Group: calendars folded by account
`36-settings-edit-group`



The Work group: just work, menu bar included
`25-calendar-group-work`



Work hides Home, but the dentist still shows up as a clash
`26-clash-with-a-hidden-calendar`

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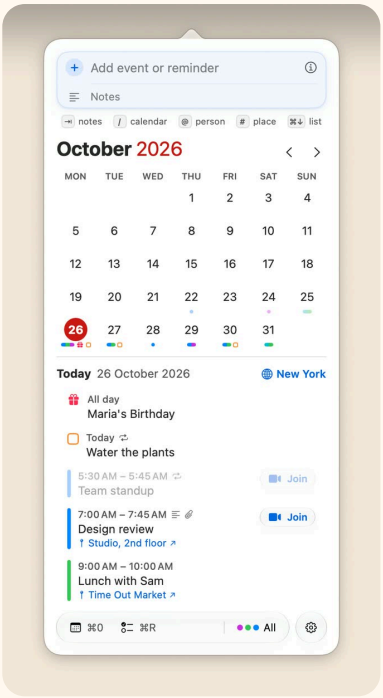
Time zones

Traveling? See your day in another time zone.

Turn on time zone support in Settings › Time Zones and a menu next to the day's list shows the calendar in any of your favorite zones. Each event can keep its own zone, so a flight that leaves at 2:00 PM Dubai time stays at 2:00 PM Dubai time, and the editor shows when that is where you are. All-day items stay on their day.

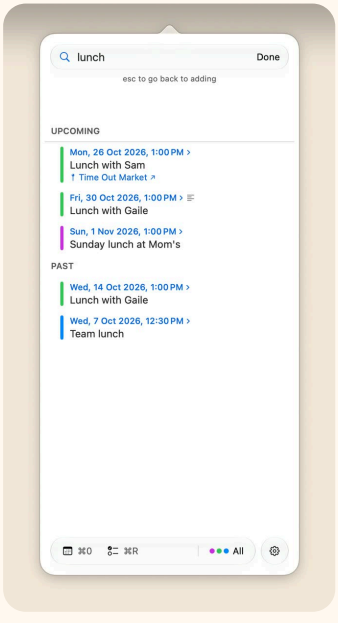


Today as it is in New York
`27-time-zones`

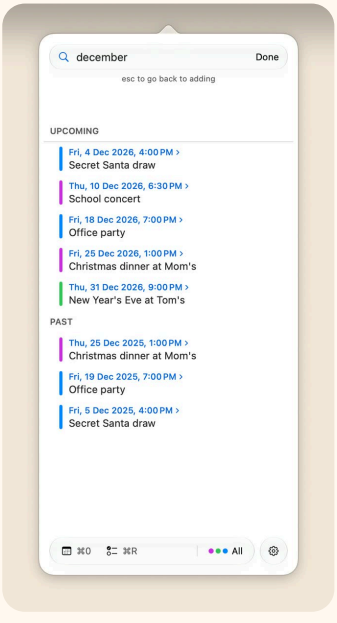
13
Search

Every event, all the way back, and every reminder.

⌘F searches titles, places, notes and calendar names, with what's coming first and then the past. Type a month or a year, “december”, “Dec 2026” or “2026”, for everything on then. Click a result's date to see the rest of that day, with the event lit up; ⌘F brings your search back.



Search everything, all the way back
`28-search`



“december”: what's on in every December
`29-search-a-month`

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Shortcuts and Siri

Practical's actions are in the Shortcuts app.

Add to Practical
Hand it a sentence; it's read like quick add

Next in Practical
What's next, and when

What's Left Today
How many things are left today, with their names

Show Calendar Group
Switch to a group

Open Practical
Opens the popover

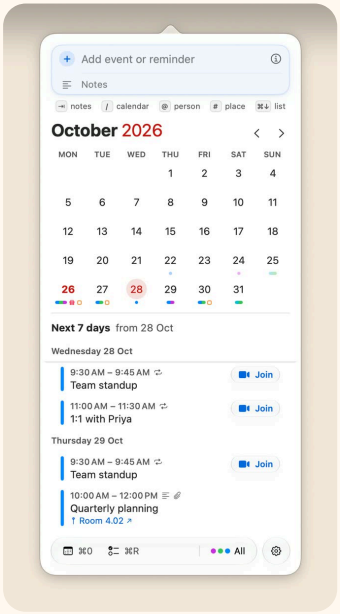
Ask Siri “What's next in Practical?” and it answers. A Focus filter sets the calendar group.

Widgets for the desktop and Notification Center, in the iPhone app's look: Up Next (today first, with the countdown), Today, Month, Week, Reminders and Next Meeting. Tick a reminder or join a call right in them (picture 39).

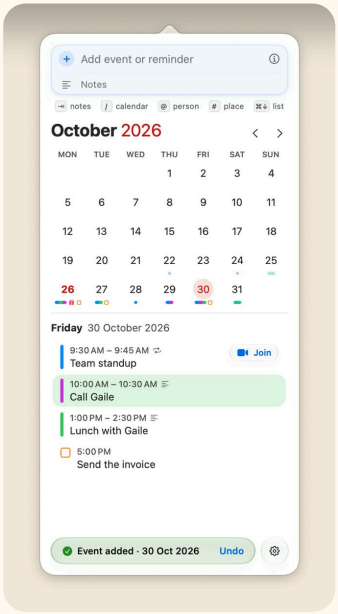
15
The small things

No menus to learn. It works the way the rest of the Mac does.

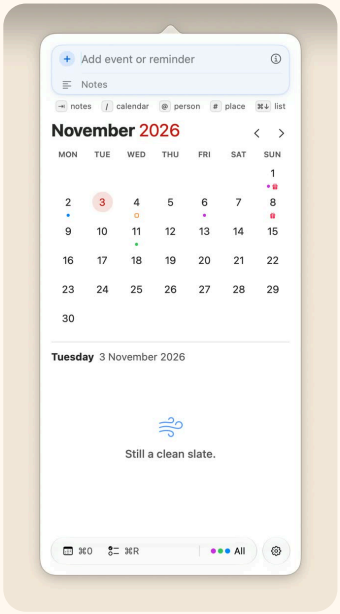
- **Drag** an item to another day; it keeps its time. Hold it over ‹ › for another month.
- **Swipe** a reminder right to check it off or move it to tomorrow; swipe anything left to delete it.
- **Right-click** to join, complete, snooze, edit, duplicate, or open it in Calendar.
- **Undo** waits in the footer after an add, a move or a delete, and `⌘Z` works too.
- **Taller?** Drag the popover's bottom edge. `⌘T` goes back to today from anywhere.
- **Alerts** at any amount you like: Custom… takes 65m, 2h or 3d, and the last ones you made stay in the menu.
- **A free day** gets a line of its own, like “Still a clean slate.”



The next 7 days instead of one
`30-next-7-days`



Added, with Undo in the footer
`31-added-with-undo`



A free day gets a line of its own
`32-free-day`

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KEYS

The keyboard, start to finish.

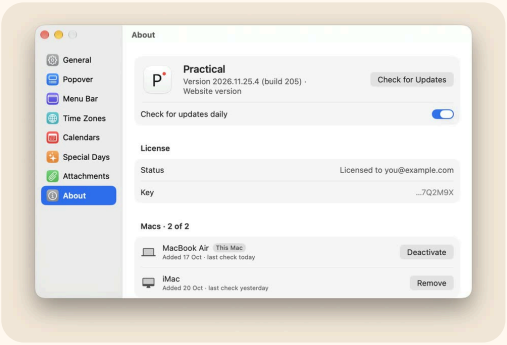
⌥⌘N	Open Practical from any app (change it in Settings)
⇥	Jump to the notes, and back
↩	Add it, or save a change
esc	Close Practical; what you typed stays
⌘F	Search every event and reminder, or a month
⌘T	Back to today
⌘V	Paste a picture: the event in it fills in
← → ↑ ↓	Move a day or a week (with the field empty)
⌘J	Join the meeting that's on or next
⌘I	Invite the people on a new event, or don't
⌘1 … ⌘9	Switch calendar groups
⌘0 · ⌘R	Open Calendar · Open Reminders
⌘Z	Undo the last add, check-off, move or delete
@ # /	A person, a place, a calendar or list

PRIVACY

Your calendar never leaves your Mac.

Practical reads Calendar, Reminders and Contacts through macOS and keeps them there. No account, no analytics, no tracking. A picture you hand it is read on your Mac too, by macOS and Apple Intelligence's on-device model.

The only things the app sends: the update check, the trial and license check, and, when you search for a place, what you type and a rough area (about 10 km) to Apple Maps. That area comes from Location if you allow it, otherwise from places you picked or your time zone, never from your calendar or contacts. Invitations go out from your own calendar account, as in Calendar. The privacy policy at david-alves.com/practical/privacy lists them in full.



Settings › About: your license and its Macs
`38-settings-about`

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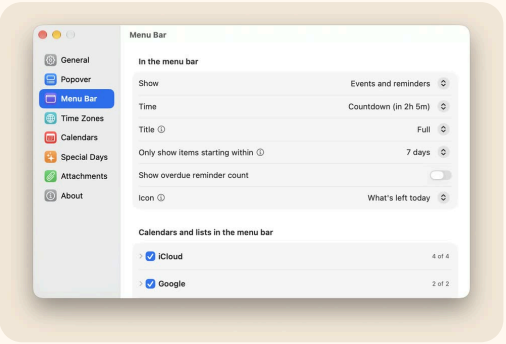
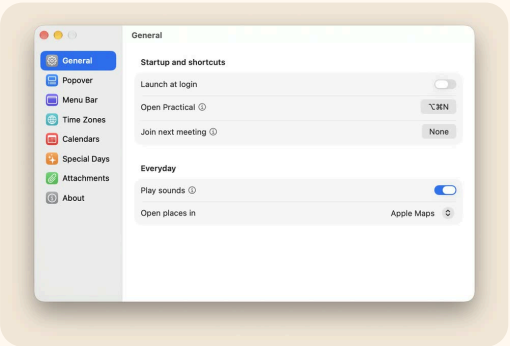
Settings worth a look.

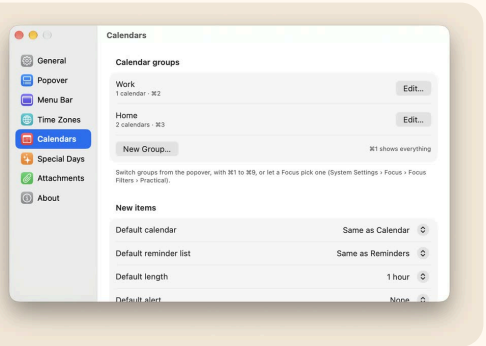
- **General:** the shortcuts for opening Practical and joining a call, launch at login, sounds, and Apple Maps or Google Maps for places. Longer explanations sit behind ⓘ.
- **Popover:** text size, the list under the calendar, declined events.
- **Menu Bar:** events, reminders, both or just the icon; a countdown or the clock time; how far ahead to look; the ring, today's date or a calendar symbol; the calendars it shows.
- **Time Zones:** time zone support and your favorite zones.
- **Calendars:** groups, the default calendar, list, length and alert for new items, and inviting the people you add.
- **Special Days:** each kind on or off.
- **Attachments:** the attaching steps, and cleaning up files no event uses.
- **About:** updates, your license key and the Macs using it, the error log (kept on this Mac only) and Contact Support, which fills in the version for you.



Settings › Menu Bar
`34-settings-menu-bar`



Settings › General
`33-settings-general`



Settings › Calendars: groups
`35-settings-calendar-groups`

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PRICE AND LICENSE

One price. Yours to keep.

€40 once, VAT included, the same everywhere in the EU. One license covers 2 Macs, and Settings › About lists them, so moving to a new Mac takes one click. No subscription, nothing to renew, updates included.

The 14-day trial has every feature and needs no card. When it ends, the menu bar keeps showing what's next, and the calendar, quick add and editing wait for a license key. On sale since 5 November 2026 at david-alves.com/practical.

On the Mac App Store too, as a free download with the same 14-day trial, at the price Apple sets in each country. There, Practical hands sending invitations and answering them to Calendar.

THE MAKER

Made in Portugal.

Practical is made by David Alves, an independent developer in Portugal, formerly at Flexibits and Apple. He was on the Fantastical team the year it won Apple's Mac App of the Year (2020). He built it first for his own days, as the one place on the Mac where meetings, reminders and the docs that go with them sit together.

Press	**press@david-alves.com**
Web	**david-alves.com/practical**
Customers	**support@david-alves.com**

ABOUT PRACTICAL, READY TO QUOTE

Practical is a fast, good-looking menu bar add-on for Calendar and Reminders on the Mac. It shows the next meeting with a countdown, adds events and reminders from plain English, and changes them the same way: open one and type “push it to Friday” or “postpone a week”. A poster or a screenshot dropped on it becomes an event, read on the Mac. Docs attached to an event open on iPhone through iCloud Drive, calendar groups follow your Focus and still warn you about clashes on the calendars they hide, and its own read-only calendar of special days knows when the clocks change and when each country celebrates Mother's and Father's Day. Practical costs €40 once, VAT included, with a 14-day free trial, and needs macOS 14 or later. It's made by David Alves in Portugal.

DOWNLOADS

This kit: the guide, light screenshots and close-ups, the 129-second overview and the short demo, the icon · 24 MB
`practical-press-kit.zip`

Dark mode: screenshots, close-ups and the overview · 18 MB
`practical-press-kit-dark.zip`

Cut-outs: the popover and Settings on a transparent background, light · 20 MB
`practical-press-kit-cutouts.zip`

Cut-outs in dark mode · 20 MB
`practical-press-kit-cutouts-dark.zip`

Video: fourteen clips in light and dark, the overview without captions at 2560 × 1600, and a vertical cut · 26 MB
`practical-press-kit-video.zip`

This guide on its own
`practical-reviewers-guide.pdf`

VIDEO

- **Overview**, 129 seconds, captions, no sound: every feature in this guide, in order.
- **Practical in 45 seconds**, the short demo (56 seconds since 5 Nov): quick add with an invite, a reminder, a poster dropped in and read into an event, a contact, a change in plain English and calendar groups.
- **Clips**, 6 to 19 seconds, no captions, one feature each: easy to cut into a review.
- **Vertical**, 1080 × 1920, for Shorts, Reels and TikTok. The 30-second promo with music, landscape and vertical, is at david-alves.com/press.

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Every picture, in light and dark.

Each name is in every folder: Screenshots (2560 × 1600, the whole screen at Retina resolution), Close-ups (1280 × 1600, ready for an article column) and Cut-outs (the popover, or the widgets, alone on a transparent background). Use any of it in coverage of Practical.

`01-menu-bar-and-today`	The menu bar countdown, the month and today
`02-first-open-welcome`	The first time it opens: 4 things worth knowing
`03-change-it-push-to-saturday`	“push it to Saturday”: the day changes, the time stays
`04-change-it-every-other-week`	“every other week at 3pm”: a new repeat and time
`05-change-it-postpone-a-week`	“postpone a week”: same weekday, time and length
`06-quick-add-event`	Quick add reads an event as it's typed, and invites Gaile
`07-quick-add-reminder`	“todo” makes it a reminder
`08-picture-drop-on-practical`	A poster dragged onto Practical: “Drop to add the event in it”
`09-picture-event-filled-in`	The poster read on the Mac: its event, place and ticket link
`10-pick-a-person`	@ picks someone from Contacts
`11-pick-a-calendar`	/ picks the calendar
`12-pick-a-place`	# picks a place
`13-reminder-when-arriving`	A reminder that goes off on arrival
`14-arrive-and-leave`	Reminders for arriving and leaving, in the day's list
`15-invite-with-undo`	Added: Gaile's invitation goes in 6 seconds, with Undo
`16-add-an-invitee`	Who's invited, and a field to invite someone else
`17-invitation-in-the-list`	An invitation: dashed, with ✓ ? ✕ beside who sent it
`18-invitation-accept-maybe-decline`	Accept, Maybe or Decline at the top of the event
`19-docs`	Docs attached to an event, as iCloud Drive links
`20-notes-repeats-docs-marks`	Marks for notes, repeats and docs, places and Join
`21-missed-reminders`	Missed reminders stay on today, in red
`22-special-days-clocks`	The night the clocks went back, to the minute
`23-special-days-december`	Solstice and Christmas Eve in the next 7 days
`24-birthday-greeting`	Click a birthday to wish them well
`25-calendar-group-work`	The Work group: just work, menu bar included
`26-clash-with-a-hidden-calendar`	Work hides Home, but the dentist still shows up as a clash
`27-time-zones`	Today as it is in New York
`28-search`	Search everything, all the way back
`29-search-a-month`	“december”: what's on in every December
`30-next-7-days`	The next 7 days instead of one
`31-added-with-undo`	Added, with Undo in the footer
`32-free-day`	A free day gets a line of its own
`33-settings-general`	Settings › General
`34-settings-menu-bar`	Settings › Menu Bar
`35-settings-calendar-groups`	Settings › Calendars: groups
`36-settings-edit-group`	Edit Group: calendars folded by account
`37-settings-special-days`	Settings › Special Days
`38-settings-about`	Settings › About: your license and its Macs
`39-widgets-on-the-desktop`	The widgets on the desktop, next to the popover

Settings pictures have no close-up; their cut-out is the window itself. Need another screenshot, a different language or region, or a longer video? Write to press@david-alves.com.