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**Celebrating
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This Newsletter is Published by



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The Tech Insider

Should You Buy A Tablet PC For Business?

You see them at the conference table, you see travelers with them at the airports, and, now, you are trying to determine whether you should get one for use in your office. We are talking about **tablet PCs**. There are two (2) types of machines envisioned when the word "**Tablet PC**" is spoken. The first is of the laptop that allows the user to twist and reorient the screen so that it covers the keyboard and effectively becomes a writing tablet. Data entry is made using a stylus or finger movements. The other type is the iPad[®] styled tablet. This is a simpler machine that offers the user benefits of Wi-Fi, hi-resolution video with sound and the ability to read electronic texts in a more flexible manner. Generally, the iPad[®] formatted tablets serve only as output devices.

The laptop tablet allows the user to benefit from its form in an intuitive way—a doctor or a lawyer may use it to record information about a patient or case while holding it like a writing pad. Using a stylus, the device uses a handwriting conversion utility to translate

the stylus movements into words. If you used to use a PalmPilot, then you may be familiar with the concept of "graffiti". This was a series of specific strokes that the user would make in a particular location on the device to input data into the device. For those that became proficient with graffiti, the tool proved to be a worthwhile productivity enhancer. If you could not use graffiti, you were doomed to use the on-screen keyboard (or a special external one) and had a slower, less efficient tool to track your day and time. Was it worthwhile, I say, "Yes!" Did it work for everyone? I doubt it. The same

can be said for the laptop tablet. The game changer for the laptop tablet is that it may be reoriented to allow the user to engage it like a standard laptop using a standard operating system and they are available from many manufacturers at different price points. Can you benefit from notations on an x-ray image made in an interactive manner, then maybe

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Fred W. Holzager
Managing Member



Quotations

"Tell me, what is it you plan to do with your one wild and precious life?"
Mary Oliver

"Insanity is doing the same thing over and over again and expecting different results."
Albert Einstein

"Confidence is contagious. So is lack of confidence."
Vince Lombardi

"We all know we are unique individuals, but we tend to see others as representatives of groups."
Deborah Tannen

"Marriage has no guarantees. If that's what you're looking for, go live with a car battery."
Erma Bombeck



Estonia is one of the most wired nations in the world. The use of the Internet is highly integrated into their society. What happened when they had unrest amongst a portion of their residents? The story about the war in cyberspace reads like a cold war spy novel. But, is the U.S. safe from such an attack?

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Choosing and Using Your Tablet Device

(Continued from page 1)

this item is a good fit for you.

The other Tablet that we consider is the iPad® format. There are a number of them on the market: Apple iPad®, Amazon Kindle®, Samsung Galaxy Tab®, Motorola Xoom®, Blackberry PlayBook®, HP Slate®, Viewsonic ViewPad®, and LG G-Slate® to name a few. Their common characteristics include a 7-10 inch diagonal screen, lightweight, primarily used as an output device, typically include a built-in camera and are primarily manipulated with finger gestures on a touchscreen.

Most users purchase these devices in order to read books online, listen to music, play games (online), watch movies and videos, or to surf the Internet. Their size format has made them extremely popular with people of all ages. They are extremely portable, have a decent battery life, power on quickly and just have a "coolness" rating that a desktop can't compare to.

One of the first things a buyer of the latter device will typically need to purchase is a case for the device. Cases come in all forms and can allow you to keep your device in a

hard plastic shell or a flexible flip case. Inasmuch as these devices, although dropping in price, may start around \$300, you still will not want to have to replace them. Especially after you have downloaded gigabytes of files to listen to music or watch videos.

Some of the latest versions of these tablets may even allow you to remotely control your home or office computer using a downloaded app. "Apps" are applications written for your device that enable you to do things. You may use it as a Global Positioning System (GPS), as a radio receiver or even a book reader. An app allows the user to truly expand the capabilities of any machine. Depending upon which functionality you need, look for devices that support your objectives.

As with all electronics, be mindful of where and when you use it. If you leave it unattended, you might want to say your good-byes ahead of time—don't worry though, you won't put it down because they're addictive, too!. For more help with your technology needs, give us a call at (201) 797-5050.



Why Be Concerned by e-Stonia?

It's not a virus, it's a country. On April 27, 2007, when the Estonian government removed a bronze statue that the Soviets had placed to commemorate the driving of the Nazis from the region from downtown Tallinn, the capital, the Russians took offense. To the Estonians, the statue was a symbol of oppressive occupation, to the Russians, it was a symbol of pride. Even though the statue was relocated to a military cemetery, tensions mounted. The unrest resulted in riots on the streets by ethnic Russians. Once the street riots

seemed to settle down, a new aggressive action started. Web War One had begun.

Estonia is known as one of the most connected countries in all of Europe. Most government functions occur online—elections, banking, paying taxes, telcos, media outlets etc. Shortly after the riots subsided, Ago Väärsi, the IT Director of the main newspaper, Postimees, noticed that the pageviews had jumped from about one million views per day to over 2.3 million. The bandwidth

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Green Page: Think Globally, Act Locally

Ever since you were little, you drank water. Now that you have grown, have you given it a second thought?

Did you ever realize that the average American lifestyle is kept afloat by nearly 2,000 gallons of water a day—twice the global average!

One of the ways we use water without realizing it is through the items we consume. Did you know these hidden water use numbers?

- Beef** 1,799 gallons of water for 1 pound
- Pork** 576 gallons of water for 1 pound
- Chicken** 468 gallons of water for 1 pound
- Milk** 880 gallons of water for 1 gallon
- Beer** 689 gallons of water for 1 gallon (most of the water used in beer is to grow barley.)
- Coffee** 880 gallons for 1 gallon



(If everyone in the world drank a cup of coffee each morning, it would "cost" about 32 trillion gallons of water a year.)

- Rice** 449 gallons for 1 pound
- Leather (cow)** 1,096 gallons for ½ pound
- Cotton** 713 gallons for 1 T-shirt

These examples demonstrate how vital water is to us and how excessive we can be with it. To learn more about your hidden numbers, visit <http://environment.nationalgeographic.com/environment/freshwater/embedded-water>.

If you really want a shocker, take a quiz to find your water footprint at <http://environment.nationalgeographic.com/environment/freshwater/water-footprint-calculator>. We want to help you make educated decisions for your health and business. For more green tips contact us by e-mail us at fred@tech4now.com.

Trivial Matters

It has been a few years since the FCC had the digital signal become the standard for all televisions. As a result of that change, many TV watchers changed their ways and chose to opt for the Cable or FIOS options. Now that they have been using them for a year or two and the "Triple Play" discounts have ended, what choices can the viewers take to save?

■ **Call your cable company and ask for a discount.** Sure, that is a simple suggestion, but have you tried? The cable and satellite companies spend a small fortune on marketing. Threaten to leave them and they may let you take their cost as your savings. If you want to try this, call your cable company and ask for the "RETENTION" department. These people are "empowered" to offer you deeper savings than the regular reps can. Point out your loyalty and ask for current promotions. You may get \$10 to \$25 per month off!

■ **Stop subscribing to the premium channels.** When I first signed with cable, we got a sweetheart deal. It included the kitchen sink. Over the years, the prices rose and the value diminished. We noted

that we really don't watch that many movies. If you do watch movies, could you save by using Netflix?

■ **Stop using cable or satellite altogether.** My wife is a teacher. She is constantly reminding my children to read or spend time working on a project for school. She even promotes conversations on a regular basis. Could you benefit from LESS TV?

■ **Take a stretch for savings.** If you are a chef, gardener, investment advisor, movie critic that writes reviews or the like, you may be able to deduct some of your bill (consult with your accountant) on taxes.

■ **What are the "other guys" offering?** OK, so you really aren't as loyal as you proposed to the retention department. Did you get a "gotta have it" offer from the competitors? It might be worthwhile taking the bait and making the switch. If the service is comparable, but the added values are greater, why not give it a second thought?

Hopefully, these ideas can convert into savings or better family relationships for you. If you want to suggest a topic, write to me at fred@tech4now.com. Thanks.!



Cable, satellite and phone companies are all vying for your business. Why not use that competitive opportunity and play it in your favor? You can save some money by switching, dropping, or calling and telling them that you've had enough of their games. Let them know that you are serious and want their best offer now. You may be pleasantly surprised by the results.

The War In Cyberspace Hits The Baltic

(Continued from page 2)

of eStonia was being swamped by a Botnet. After reducing the pages' content to reduce usage, he noticed that the surge in "readership" continued. Initially, he thought the world was interested in the statue, but then he saw that the readers were from Egypt, Vietnam and Peru. He requested more bandwidth from his provider to 110Mbps, but it was quickly consumed. Väärtsi noticed that his competitors were down, as well. News updates from Estonia were now suppressed. Soon, the attacks subsided, but chatter on the Internet indicated that there were plans to run the full scale attack on May 9, the anniversary of the Soviets expelling the Nazis from their country.

As the date approached, the Estonians turned to their Computer Emergency Response Team (a.k.a., "CERT"). These folks were their Internet Defense Force, in a way, their online army. These

people knew who to turn to and what the next steps might be. Because Estonia is a member of NATO, it was even considered that they would use that aspect to defend itself and invoke support from them due to an attack, albeit in cyberspace. The timing for the Estonians was fortunate because there happened to be a gathering of those responsible for a number of the world's Domain Name Service (DNS) servers that had the needed pull to impede the attacks.

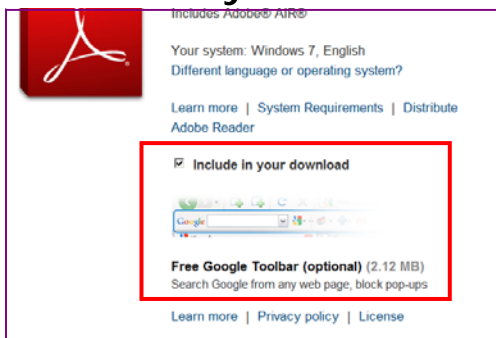
To learn more about what happened and get the full story, please visit http://www.wired.com/politics/security/magazine/15-09/ff_estonia?currentPage=all where you may read the article by Joshua Davis. It reads like a novel with all of the players and methods used to engage this battle. Because the Internet is not governed by any particular nation, the lingering question is whether this is more than likely to happen on American soil.

If your company would like to be featured as the **Client of the Month**, please call us to express your interest. You will get positive press for your use of technology and may even gain a client from the exposure.

Quick Tech Productivity Pointers

There are many useful and needed tools out on the Internet. They enable us to communicate, run presentations, send notes to users on various platforms and, simply put, do what we have to.


In a number of instances, the free software download will come with additional "benefits" that you may opt to receive, as well. Often,



in our haste to download and install a program such as Acrobat Reader or Java, we fail to read the full screen. This often results in getting more than you "paid" for. You may find that you are automatically downloading a copy of Google Toolbar for your browser or installing a copy of Carbonite for online backups. The offers vary, but the users do not. It is exactly on account of this

behavior that the "vendors" are using this method to promote their products. "READ THE PROMPT" is rarely the mantra of a user under pressure to complete a task. The next time you need to update your PC with the most current version of a software application, do yourself a favor and read the screen

that appears. It may have an item "pre-checked" for your convenience. That added software may drain your resources or create unexpected issues for you. Hopefully, this is a helpful tip. If you need more help regarding this or another productivity issue, drop us a line at fred@tech4now.com or call us for help anytime at (201) 797-5050. We're dedicated to your success.



Users that visit the Microsoft website and download **Internet Explorer 9** will have the option of receiving the clean version or the one that has add-ins already built-in. To some people, this convenience is considered a bonus, but to those that prefer other search engines or content providers, this option represents an annoyance. You should choose to install what you want, not what others may trick you into installing. **Be careful and remember to read the prompts.**

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Feedback & Suggestions...

Is there a topic or feature you would like to include in a future issue? Opinions and feedback are welcome and encouraged. Send me an e-mail or call our direct line.

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—Steve Braverman, President, *Industrial Firedoor & Hardware Supply*



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June 2011

The Lighter Side...

The Shy Doctor

A new, young MD doing his residency in OB was quite embarrassed performing female pelvic exams. To cover his embarrassment he had unconsciously formed a habit of whistling softly. The middle aged lady upon whom he was performing this exam suddenly burst out laughing and further embarrassed him. He looked up from his work and sheepishly said, "I'm sorry. Was I tickling you?" She replied, "No doctor, but the song you were whistling was 'I wish I was an Oscar Meyer Wiener'."

Last Request

Two good friends meet up. One of them is a widow, her husband died due to a heart attack recently. Suddenly, the other girl notices a huge diamond ring on her friend's finger. "What is that?" she asks her friend all surprised. "When my husband died, right in my arms," she starts telling, "the last words he said to me were: Donna, under the mattress there is a lot of money, go get the best stone, ok?"...

The Parrot

Following a tip that the residents were away, a burglar breaks into a house. As he's emptying the place and opening drawers, unexpectedly he hears a voice behind him, "Achilles and Agamemnon

are watching you! Achilles and Agamemnon are watching you!" The burglar is startled, turns around, and sees a talking parrot. The thief continues to empty the drawers and the parrot continues to talk. Finally, the burglar decides to befriend the parrot and asks him, "What's your name, you nice parrot?" The parrot says "Bebop". The burglar says that's a strange name for a parrot. The parrot says, "That's a strange name? Aren't Achilles and Agamemnon weird names for the two Rottweilers standing behind you?"

Oh, Bartender...

A young and very attractive woman comes up to the bartender and asks him to call the manager. He says the manager is busy, but she doesn't give up, she caresses his face and head, sits on his lap, and puts two fingers in his mouth. As the bartender is vigorously licking her fingers and getting horny, she gets up and says, "When you see your boss, tell him that the ladies' room has no toilet paper or soap!"

Zen Master in NYC

The Zen master goes up to a hotdog vendor and says, "Make me one with everything." The vendor fixes the hotdog and hands it to him. He pays with a \$20 bill. The vendor puts the bill in the cash box and closes it. "Where's my change?" asks the Zen master. The hotdog vendor replied, "Change must come from within."