



The Monthly Newsletter of Invisik Corporation

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## He♥rty Greetings from Invisik!

**FEBRUARY** is a fun month with all the love in the air. We are doing our part to spread the love by encouraging us all to practice good self-care. Did you learn something about heart disease prevention on Feb. 4th? Are you going to give yourself something sweet for Valentine's Day on Feb. 14th? Are you going to enjoy a long weekend over President's Day on Feb. 17th? Can you feel the love?

Theresa Bluhm of Signcrafters Outdoor Display, Inc in Plymouth is feeling the love. She is the lucky winner of January's Trivia Bowl with the correct answer of Johnny Cash's "Ring of Fire". Congratulations, Theresa!

Our featured HotSpot client is also helping spread the love. **NADA-CHAIR** manufactures a product that no computer user, business traveler, sports fan, astronaut, or anyone else should be without. They are graciously donating their new **Dr. Toso's BackRx®** model as the prize for this month's Invisik Trivia Bowl (retail value \$50). Read their success story and take advantage of the money-saving offer on page 3. To win the trivia prize, be the first to call (612) 298-3000 or email [trivia@invisik.com](mailto:trivia@invisik.com) with the correct answer.

Good networking,

*Matt Jurcich*

Matt Jurcich, President  
Invisik Corporation

## INVISIK TRIVIA BOWL

John Glen was the first man to orbit the Earth on February 20th of what year?

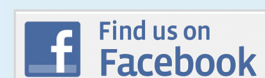
- A. 1969
- B. 1975
- C. 1962
- D. 1958

*Did you know?* February's birth stone is the amethyst, and it is believed to be a power stone that promotes health and well being. It is also used as a dream stone to cure insomnia and headaches by placing it under the pillow.

*...for IT Ingenuity*



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# A Different Meaning to the Term ‘Computer Virus’



February is a great month to practice good self-care, and that extends to taking care of our computers, too. Considering the many hours most of us spend with them, computers

nearly are a part of our person. So why not give our computers some TLC for all they do for us? Especially when a study headed up by British microbiologist Dr. James Francis revealed that the average office keyboard had bacteria and germ levels up to five times higher than those commonly found on a toilet seat. *Yuck!* That gives an entirely different meaning to the term ‘computer virus’.

Show your computer some love. Follow these tips to disinfect your keyboard and to remove those annoying smudges from your monitor:

- **Turn off the monitor.** It is not required, but it makes smudges and smears easier to see.
- **Use a compressed-air can to get rid of light dust buildup on your screen and keyboard.** Never use a dish rag or paper towel to clean your monitor since they can scratch the screen. And it is never wise to use liquid directly on your keyboard.
- **Don’t use products that contain ethyl alcohol or ammonia to clean your monitor.** Products like Windex can yellow flat-screen and laptop monitors. Instead, use a cleaning product and a lint-free cloth designed to do the job. Note: Each monitor manufacturer has its own special instructions for cleaning, so do take care you read them carefully before attempting to clean.
- **Lightly moisten a rag or paper towel with rubbing alcohol or cleaning solution to wipe down your mouse and keyboard areas.** Never apply the liquid directly to

the mouse, keyboard, or other electronic parts.

- **A Q-tip dipped in rubbing alcohol will quickly clean your keyboard.** Be extra careful not to drip or spill the liquid in between the keys. ♦

**NEW BUSINESS  
MINNESOTA**

*Presents*

## Shields Up!

What Every Company Should Know About  
Protecting Their Business



You’ve worked hard to launch your business. Have you taken steps to protect what you’ve built? Attend this interactive workshop to learn the latest information on taking care of business.

**Feb. 16; 3 to 5 p.m.**

**Airport Hilton, Bloomington**

**RSVP at [www.newstartupmeetup.com](http://www.newstartupmeetup.com)**

**Featuring**

**Matt Jurcich**, Invisik Corporation

**Matt Larson**, Larson Records Management

**Craige Thompson**, JD, EE, PE; Thompson

Patent Law Offices PC

**Al Ancheta**, Ancheta Insurance Agency, Inc.

# Client HotSpot: Nada-Chair



COMPANY NAME: Nada-Chair  
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St. Paul, MN 55113  
EXECUTIVES: Victor Toso, President  
Bryan Crane, Comptroller  
TELEPHONE: (651) 644-466 • FAX: (651) 644-4488  
WEBSITE: [www.nadachair.com](http://www.nadachair.com)

*Beguilingly simple,  
while effective.*

Computer users rejoice! In fact, anyone—young or old, man or woman, thin or plump— who has to sit for long periods of time should rejoice over the back-saving line of products by Nada-Chair.

Nada-Chair markets a patented line of ergonomic and orthopedic devices that use counter-pressure from your shins to support your back. While they are widely accepted and used by healthcare professionals in the treatment of individuals who suffer from back pain, the largest market continues to be computer users glued to their screens. Doctors may refer to them as *terminal sitters*... they sit until they die.

To experience the dramatic effect of the product requires demonstration, and you will find Nada-Chair owner/entrepreneur Victor Toso at many trade and consumer shows nationwide marketing this beguiling simple, while effective jewel. “The products have a geek factor near 1000,” he says. “When you have to put every ‘a\*\* in a sling’ that’s going to buy one, it presents a significant obstacle to mass marketing.”

Victor’s entrepreneurial success began in the 70’s and 80’s when he was a trainer in a California-based, new-age self-help organization. Meditation was a common and daily practice—up to two hours a day. An engineering friend, Stuart Spector, shared an idea of using leather straps to harness the back to the knees, thereby easing the pain of sitting straight while cross-legged for long periods. Victor taught himself how to sew by designing a way to cheaply manufacture the device, and together the two men patented the result. Soon after they discovered thousand-year old art obviating some of the original patent claims.

Orthopedic doctors were among the first to enthusiastically embrace the concept, and from a sure scientific foundation, the company has grown to serve wider markets. 25 years later, Nada-Chair shows no signs of slowing down. In fact, the Back-Up model floats around our planet in the space station



where the astronauts use it to prevent back pain while sleeping.

“We’ve stuck to the basics with the realization that we have a product that will be around long after we’re gone,” says Victor. “The products are good. Our customers tell us this. Often. If it happens to catch on just after I die? Oh well.”

Because Nada-Chair thrives on trade and consumer shows, any technology that supports remote sales is key. Wireless credit card terminals and cell phones have been the technological advances with the biggest pay-off. Victor remembers early days at the American Academy of Orthopedic Surgeons where a critical call to the office would require waiting in a line of up to 20 people queuing at each facility pay phone. He also recalls the *knuckle-busters*, and having to slide credit cards manually for 1000s of sales at Comdex. It was a happy challenge that inevitably involved getting scammed by people using bad cards.

Today, capturing funds in an instant and wirelessly is like a feat of magic. Consumer credit card security is always a challenge, and Nada-Chair works closely with Invisik to secure its company platform in compliance with PCI standards.

Victor especially enjoys the added benefit of using the Internet to connect to the office from remote show locations. “When wedding the magic of technology with the imagination for best use, it helps to have Invisik,” he says. “I was very surprised to be able to print a document from my cell phone in San Diego to the printer at my office in St Paul with a simple touch of the HTC EVO screen. And it freaked out my office staff, too!” ♦

## Limited Time Offer

Experience the benefits for yourself! Call Nada-Chair at 1-800-722-2587, mention *Invisik*, and get 15%-off. See a complete list of products at [www.nadachair.com](http://www.nadachair.com). Offer good through March 31, 2011.



At Invisik, we value our clients' feedback. One of the most important feedback we can receive is a client's referral. To show our gratitude, we want to give you a \$25 Visa® Gift Card when you refer your business colleagues to us to receive two **FREE** hours of guaranteed, no-strings-attached tech support to use anyway they want—that's a \$300 value for **FREE!**

Our only requirement is your colleagues must be the owner or the person in charge of IT for a company with 10 or more PCs and a server.

You already know the benefits you receive as an Invisik client: sleeping like a baby because you have zero tech worries, increased productivity because of minimal downtime, protected and secure data because your backups are safely stored, and enjoying more time for yourself because you aren't agonizing over your IT network. Why not share all this with a colleague who will then owe you a big favor that you can call-in whenever you want?!

**YES!**

Please contact the people below and let them know I referred them to receive 2 **FREE** Hours of guaranteed, no-strings-attached, tech support with Invisik.

Your Name: .....

Title: .....

Company: .....

**Your Referrals:**

Name & Title: .....

Company: .....

Phone: .....

E-mail address: .....

Name & Title: .....

Company: .....

Phone: .....

E-mail address: .....

Name & Title: .....

Company: .....

Phone: .....

E-mail address: .....

Name & Title: .....

Company: .....

Phone: .....

Email address: .....

Please fax or mail your completed form to receive a \$25 Visa® Gift Card!  
 Fax to: (612) 243-1477  
 Mail to: Invisik Corporation, 7240 Grand Avenue S, Richfield, MN 55423

# Hackers Are Using Your Friends Accounts on Social Media Sites to Transmit Viruses

**“Hey, I have this hilarious video of you dancing. Your face is so red. You should check it out!”**

If you have received a message like this through a Facebook or Twitter friend, you may have been exposed to the *Koobface* virus.

Sadly, hackers have made a new cozy home for themselves on social media sites such as Facebook and Twitter. Disguised as one of your friends, they send you a direct message with a video link attached. Clicking the link prompts you to update your Flash player in order to view the video, and therein lies the virus: cloaked in a "flash\_player.exe" file. Once installed, this worm transforms your computer into a zombie machine of a *botnet*—a network of other people’s computers that are also being maliciously controlled and used by the hacker.

Unless you are aware of these scams, it is very easy to become infected. Some of the direct messages and tweets have titles that are very deceptive. Some of the more common messages will say, “Here’s the video I mentioned” or “LOL” or “My home video :)”. These messages are followed by a link directing you to a page to watch the video. These seemingly harmless messages can quickly infect your entire office network and allow hackers a free pass to wreak havoc. Additionally, they can block you from accessing important security updates, thereby making your network even more susceptible to future hacker attacks. In some cases, they use their illegal access to your computer to steal bank account information, credit card numbers, social security numbers and other confidential data.

Awareness is the first step to protecting yourself. Warn your coworkers, friends, and family so they don’t get infected and potentially infect you. Following these three simple steps is also helpful:

1. **Frequently Change Your Password and Don’t Use Easy To Guess Combinations.** Yes, it can be a pain to change your password frequently, especially when you have multiple ones to remember. However, this really is one of the best ways to avoid compromising your account on social media sites. Additionally, don’t use simple passwords like “password” or “123abc.” Include lower and upper letters as well as numbers. If a hacker is trying to crack your password and you never change it (or if it is too easy to guess), you are making your account a prime target.
2. **Avoid Downloads.** Avoid downloading anything from messages on Twitter or Facebook, even if the message is from someone you know. As a general rule, never download any file if you are not 100% certain it is secure and virus free.
3. **Get a Beefy Firewall.** If you or your coworkers are using any social media sites for business or personal connections, a strong firewall will protect you from getting infected. So even if someone opened a dangerous message, your firewall could prevent it from bringing your whole network to a grinding halt. Considering a UTM (unified threat management) device is an even better alternative. ♦

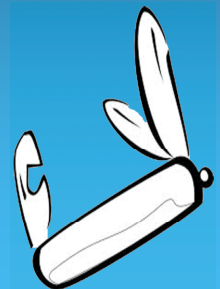
## Unified Threat Management: The Swiss Army Knife of Computer Security

Can you ever have too much security? Not where your computer network is concerned. And now companies have the option to deploy unified threat management devices (UTM). *What in the world is that?* It is geek-speak for an all-in-one security device that does the work of your firewall, anti-virus, spam filtering and web content filter.

Many companies are choosing this method to protect their IT network, and with good reason. For one: simplification. Instead of having to monitor, maintain, and update several different

types of security software, you only have the one device to manage. Also, it makes the annoying problem of conflicts between various hardware and software devices a thing of the past.

If you are about to upgrade, install or add to your current line of security systems (spam, anti-virus, firewall, etc.) contact us for a free consultation on how a UTM solution may be a better option. Call (612) 298-3000 or [support@invisik.com](mailto:support@invisik.com).



## DON'T Upgrade Your Network

*...Until You Have Read This*

Software technology called *virtualization* can help you save **thousands** of dollars on hardware upgrades, while simultaneously (and drastically) improving your ability to recover after a disaster. Without virtualization, you can only run a single operating system and a single application on one server. With virtualization, you can run multiple operating systems and multiple applications on the *same* server *at the same time*, thereby reducing the need to constantly add new servers to support your network. This technology can also simplify your infrastructure, which means less maintenance and lower operating costs in the long run. And if the hard-to-ignore cost savings is still not enough to impress you, its ability to help you quickly recover after a data-erasing disaster surely will.

So before you upgrade your network, or think you have to add on another server, call us first. We can show you how much money virtualization could potentially save you in measurable, hard costs. Call (612) 298-3000 or email [support@invisik.com](mailto:support@invisik.com) to investigate a far superior way to address your IT growth. ♦

### **MORE HELPFUL TIPS INSIDE INCLUDING...**

- A DIFFERENT MEANING TO THE TERM 'COMPUTER VIRUS'
- SHIELDS UP! NEW BUSINESS MINNESOTA'S MONTHLY INTERACTIVE WORKSHOP WILL FOCUS ON HELPING YOU PROTECT YOUR BUSINESS
- CLIENT HOTSPOT OF THE MONTH: NADA-CHAIR
- HACKERS ARE USING YOUR FRIENDS ACCOUNTS ON FACEBOOK & TWITTER
- UNIFIED THREAT MANAGEMENT: THE SWISS ARMY KNIFE OF COMPUTER SECURITY

***PLUS*** WHO WANTS A \$25 VISA GIFT CARD? GET THE DETAILS!

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