

Innovations

The Autumnal Equinox

September 22, 2008 at 11:44 am (EDT) marks the end of summer and the beginning of the fall season.

The Autumnal Equinox brings a symmetrical day, the sun rises directly in the east and sets directly in the west. This is also true for the Spring Equinox.

Most people think the equinox brings equal light and dark time. This is a common misconception. The perfectly even days always fall just before the Spring Equinox and just after the Fall Equinox.

Check out the Astronomical Applications Department of the U.S. Naval Observatory aa.usno.navy.mil and look up sun and moon rise and set times for your area.



Underpowered, unreliable, cheap products; short-term gains but long-term losses

Johnny's second cousin's brother-in-law says you can get a good deal on the parts you need for your business if you surf the internet. So, you take a stab at it and find that you can save three hundred dollars. Great! But, do you really get to keep the savings?

Generally, no. Unfortunately, the price tag doesn't tell you how reliable the product will be or give you any compatibility guarantees.

How can you be sure to find just what you need, when you need it?

Take it from an expert, computer products are not perfect, by a long shot. Sure, there are some fantastic products on the market today, others are just satisfactory and then there are the throwaways. Don't venture into purchasing without consulting an experienced or certified source. Here are a few steps to help you plan and purchase with confidence:



1. Determine what would be ideal... Take a little time to figure out what you want and discuss it with your IT provider so they can present you with a variety of options. Not only will this strategy help you determine the features available but you will quickly find the options you desire and be able to effectively prioritize your needs.

2. Determine a budget. Skimping on costs may seem to be a short-term gain but ultimately could end in a long-term loss. Again, check with an experienced technician to verify

the quality and efficiency of the products you wish to purchase. Be aware, your current systems or network may require specific capacities or features in order to properly integrate your new purchase into the setup.

(Continued on page 2)

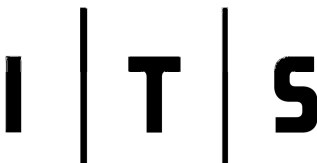
Fabulous iPhone features shake things up

With the iPhone 3G hot on the market today, there is no surprise that new applications are in high demand and drawing in new customers. View applications like these and more at www.apple.com/iphone/appstore.

The G-Park, from PosiMotion, sure delivers. There are just three simple steps. 1. Park your car and press "Park Me!". 2. Get lost. 3. Press "Where Did I Park?" and Google maps will give you turn-by-turn directions right back to your car.

Shake it up, with the restaurant finder.

This app, from Urbanspoon, uses the 3G iPhone's built-in GPS with its accelerometer to find your location and then send you revolving list of restaurants. Kind of like a magic 8 ball for dining choices. When you literally hold the iPhone in your hand and shake it up and down, then stop to review the findings, the phone randomly selects restaurants near your physical location and brings up their reviews.



Underpowered, unreliable, cheap products...

(Continued from page 1)

3. Compare apples to apples, every time...

Don't ever pull up two products with the same basic name like, a Laptop with a 17" screen, and then choose based on price. Dig deeper. Make sure you compare the warranty details and compatibility options to ensure the products you're viewing are actually the same.

4. Purchase with confidence.

Now that you have done your homework and you know the product of your dreams is compatible for the project you have in store, give us a call. We can order what you need and get it up and running for you quickly.

The biggest problem with listening to your second cousin's brother-in-law's advice, is that there is no guarantee he can fix anything you purchase. Safeguard yourself from poor quality, incompatible, unwarranted, or used products — ultimately, your business could suffer and the return process may



drag out for weeks costing you that precious initial savings and a whole lot more.

Real life example.

Just last month I worked up a quote for a client who desperately needed a new server and few new desktop computers. They wanted a day to two to think about it, no problem.

However, when I heard back from them, they said our prices were too high and they could buy the equipment they

wanted online for a lot less. What did I say?

"Go for it!"

"Really?" the client replied, stunned.

"Sure, but we cannot make any promises or guarantees. Some online orders from unknown vendors are received damaged, lack the proper software or may be completely incompatible for the current setup."

At that point, there is really nothing we can do to help but help you to return the order. By then, the savings you thought was incentive to buy, is completely lost and you may incur additional costs while sorting things out."

Why choose Intelligent Technical

Solutions? We will gladly work up a list of options for any technology purchase you desire. Put our knowledge and vast experience to work for you today. If you order through us, we promise to stand by your side from the initial order to installation and beyond if you choose. We can add your new equipment to an IT Program for your company so you have priority service for your new products.

We will bring you the right thing for your needs, at the right time and make it work too. Don't you wish you had that type of service when you purchased your last car?

Here is the big picture... Believe it or not, we are not in the business of selling cables, accessories or big fancy computers. Our goal is to create an efficient and secure IT environment for your organization so you can get back to what really counts, your business.



"Yes, these new bulbs are expensive, but the price includes the services of a Hazmat cleanup team in case you break one."

An authorization call from your car?

Your phone rings at two in the morning, you scramble to answer, "Hello?" What, it's your car? That's right, your car is calling to request authorization to start its engine. Who is trying to start your car? Simply, dial into your car's speakers to hear their every word.



I have to admit, it did sound a little Knight Riderish to me at first, but these new mobile phone-based anti-theft features are bound to be the next revolution for auto security systems.

18 year old Morris Mbetsa, a self-taught electronics "genius" from Kenya, invented a mobile phone-based anti-theft device and vehicle tracking system called the "Block & Track". He created this system from combining technologies from other nick-knack projects he completed previously. This combination includes dual-tone multi-frequency (DTMF) signaling used for telephone signaling over the line of voice-frequency and short

message service or SMS, a communications protocol.

This is a real-time system that uses a cell-based phone service to carry messages and codes to the automobile owner giving them control over some of the vehicles' electrical systems. Soon, you will be able to manage your vehicles activation or disable the ignition remotely anytime you wish.

Mbetsa's "Block & Track" system calls you for permission to start the car when the ignition is turned. You can stop unwanted use of your vehicle while you are away or even eavesdrop on conversations taking place inside your automobile.

What's next? Funding for commercial development of this proof of concept and launching it in commercial markets. Mbetsa is just waiting for the right offer from an automobile or security giant interested in this innovative technology to get it off the ground for consumers like you.



Miniature mice from Swiftpoint™ simplify computing

What is your biggest complaint about using a mouse? I just hate having to leave my keyboard position to move my hand to the mouse, use it, then move back to my keys. It just slows me down!

I am sure you can think of quite a few others too. What about your laptop? Do you tire of those glossy touch pads that don't allow your finger to easily glide? Think about how much extra time you spend fumbling with your regular mouse or restroking the touch pad to move the cursor on your laptop. Now imagine a mouse that keeps you engaged 100% of the time.

The Swiftpoint™ Slider, pictured on the top, gives users full contact with the keyboard and mouse simultaneously for a seamless computing experience. Simply slip your thumb onto the cushion and slide it anywhere on your laptop keyboard. Because of its compact size and the elimination of the need for extra desktop space, the Slider is the ideal solution for mobile users. You can even use it as a pen or pointer as necessary, as pictured on the bottom left.

The Swiftpoint™ Triped, pictured on the bottom right, is another innovative design created primarily for Tablet PCs and multi-touch table top surfaces. This device will allow users to switch between mouse, pen and text entries in an instant.

www.FutureMouse.com





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September 2008

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Inquiring Minds...

Be suspicious, be very suspicious... The fraudulent United Parcel Service (UPS) and SunCountry NWA ticket e-mails are just a simple reminder of how quickly your computer can become infected. Over the past few months we have seen an increasing amount of spam slipping through the cracks.

UPS e-mails warn recipients they have a shipment that can not be delivered unless they click on the attachment. Unfortunately, it's loaded with harmful spyware that can take over your computer in just minutes. UPS says they rarely use attachments with their notification e-mails and anyone who receives a suspicious e-mail from their service is urged to contact them first at customerservice@ups.com.

Thank you for your purchase... The UPS e-mail caused an outbreak of infection in late July only to be followed shortly after by the airline ticket e-mail thanking customers for using a new service called “Buy airplane ticket Online.” Recipients were told their credit cards had already been charged \$400 or more for the ticket and if they opened the attached .zip file they could print their receipt.

Wells Fargo is no exception... Banks have been fighting similar e-mail scams this year. Many Wells Fargo customer's received a message to verify their account online by clicking on an allegedly “secure site” link provided in the e-mail. Generally, these sites are just a façade to lure in unsuspecting customers. When the recipient enters their user name and password for Wells Fargo, the website is programmed to automatically transfer their money from all their Wells Fargo accounts to a different Wells Fargo account where it is then quickly wired out of the country.

If you have received these e-mails or similar, please give us a call. You may be infected and could be unknowingly passing the viruses on to your coworkers, friends or family. Please, share these scams and tips with

others and stay protected. Unfortunately, these e-mails can not be anticipated or predicted and sent many antivirus vendors scrambling to protect their customers, many of which still received these infectious messages for a time. Our best advice, no clickie, clickie. If you didn't buy something from the company who sent the e-mail, do not click on anything within the message. Carefully, check the contents for poor writing style or spelling errors, call the vendor it allegedly came from or check with your bank and credit card companies to ensure your money is safe and the message is authentic. Be safe — error on the side of caution.

Viruses, Spyware, Malware And Worms, Oh My!

Who is watching over your network? Have you recently experienced a devastating infection? Do you worry that you are not taking educated steps to avoid disaster? According to Trend Micro, you're not alone. They estimated that PC viruses cost businesses approximately \$55 billion in damages in 2003. Just imagine the magnitude of the cost today?

ITS is proud to offer the IT Protectorate program to protect your business day or night from costly infections. We pay attention to every detail for you and update your systems regularly to ensure the best conditions for your network.

Give us a call today to find out how we can help to keep your network happy and healthy year round.

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