



## this issue

Technology in the News **P.1**

Upcoming Events **P.1**

Trends & New Software **P.2**

## Upcoming Events

### Sneak Peek Windows 7

Join us for a Sneak Peek at  
Windows 7. Learn about some of  
the new features and benefits:

- Improved taskbar
- Enhanced Security
- Faster performance
- Reduced interruptions for alerts and prompts

Date: Thursday, Sept. 10, 2009

Time: 9:00am - 10:30am

To register:

Email - [register@ctaccess.com](mailto:register@ctaccess.com)

Call - 262-789-8210

Computer Technologies of WI, Inc.  
740 Pilgrim Parkway L3  
Elm Grove, WI 53122  
262-789-8210 ph  
262-789-7356 fax  
[www.ctaccess.com](http://www.ctaccess.com)

## Technology in the News



**Scott  
Hirschfeld**

### In the News: Google Chrome

We are all aware of the battle between Google and Microsoft for search engine usage and advertising dollars. The battle actually extends much further. Google has long ago surpassed Microsoft in the search engine marketplace and has been annoyingly nipping at the heels of Microsoft Office with their web based Google Apps. Microsoft continues to strike back and has announced that Office 2010 will be available in a web hosted version which directly targets Google Apps. Microsoft has also gotten a great deal of press on their new bing.com search engine which unabashedly aims to steal users away from google.com.

In July, Google continued the battle with the announcement that it is developing a desktop operating system. At first glance, it may seem that this might be a departure from Google's core business and therefore that they will be unlikely to succeed. And, it is true that taking on the Microsoft giant may be tough, but who better than Google? They have succeeded in a similar endeavor with their new Android Smartphone OS, which many phone vendors have used as the platform for their

new high-end Smartphones.

The new Google Chrome OS is based on the Linux kernel, but true to form, is expected to be a true Google development and not just a repackaging of Linux. This OS is expected to be released as open source once development is finished, which means it will be free to the consumer. It is also expected to be a very streamlined OS without all of the bells and whistles that make Microsoft's products so heavy and slow. Google touts it as a very fast to boot, very efficient, user friendly implementation. They are currently working with several Netbook producers now to make it available on their mini-laptops by the second half of 2010. Currently Microsoft monopolizes the Netbook OS market with a low-cost stripped down version of Windows XP.

### In the News: Microsoft Bing

Microsoft certainly got lots of press for their new search engine, Bing. And, the hype even caused them to surge ahead of number two search provider, Yahoo, for a little while. If you check out bing.com, you will find that it does remind you a bit of the simplified interface of a certain leading search company that starts with a G.



So what is the big deal? Maybe nothing. Most of the changes are cosmetic. It has the new cleaner interface with less clutter on the opening page. The advantage is intended to come from how search results are presented to the user. Microsoft uses a new categorization methodology to organize your results with the goal of making it easier to find what you are looking for. For instance, if you search for a musician, they provide a tool bar at the left with a link to songs, lyrics, images, movies, and a biography.

One possible business advantage is that a recent study by User Centric indicated that Bing users viewed the sponsor's links 42% of the time while Google users only viewed them 25% of the time. So, there may be an advantage for advertisers. To me it is a matter of personal preference, so check out [bing.com](http://bing.com) and see what you think!

### In the News: Twitter Bank Robbery

Twitter usage is on the rise to the point where we have now had our first tweeted bank robbery. Apparently, Annemarie Dooling, a 26 year old web producer was caught at her bank during a heist. After authorities were called, she began to twitter from her Blackberry under her account, TravelingAnna about the robbery itself and the police investigation. She gained a number of followers, some were critical and some thought it was great!

This brings up an interesting quandary for business owners, managers, and society in general. What is appropriate to tweet and when is it appropriate to tweet? Will we have to add a twitter policy to our employee manuals indicating what is allowable? Should we be concerned that an employee might tweet information that poorly represents our company? It may be too early to react to this up and coming phenomenon, but the

whole advent of social media has created an interesting quandary. How much time do our employees chew up with social media sites during the workday?

### In the News: Windows 7

Microsoft announced this week that it has released Windows 7 to manufacturing. The expected date for it to hit the streets is October 22<sup>nd</sup>.

Despite Microsoft's somewhat reserved marketing approach to Windows 7, the product is getting good press. Many experts say that they expect it's adoption will quickly outpace that of the Vista release. Preliminary tests have indicated that it performs better than Vista, and in some cases even better than Windows XP.

---

*Please feel free to contact Scott Hirschfeld by email or phone. He welcomes your inquiries, questions, and conversation about technology. [scotth@ctaccess.com](mailto:scotth@ctaccess.com) ~ 262-789-8210 ~ <http://twitter.com/ScottHirschfeld>*



### Tweet Tweet

Is anyone out there interested in learning more about Twitter? We are considering hosting a short training class at our office that goes over the basics of twitter, how to use it, and how it might be used to benefit your sales and marketing. Please send your response to [scotth@ctaccess.com](mailto:scotth@ctaccess.com).

## Cool Tools

You don't really need the full Adobe product to create PDF files. There are several good alternatives. For a free tool, check out CutePDF. It creates a PDF file from anything you print and asks you where you would like to store it. Attach Plus is my favorite for creating PDF files. You can use the Attach Plus print driver to email PDF files from any application that has print capabilities. You can



even automatically attach the file to your email. Attach Plus makes sending multiple PDF files in one email or merging documents to create one PDF a breeze. Need to secure your PDF with a password or only send a portion of your document, not a problem with Attach Plus. Check it out at [www.attachplus.com](http://www.attachplus.com).



## EYE ON IT Current Industry Trends

The Apple iMac might be the most well known all-in-one pc but Sony, Lenovo and other pc manufacturers have given people looking for an all-in-one more options. In addition to only having a single box that is the display and the computer, one of the advantages of the all-in-one is the number of required cables. No need for a monitor cable or separate display power cord. Less clutter on the desktop is a good thing. The downside is all-in-ones usually do not perform as well as a traditional desktop, and they are limited in upgradeability to only memory typically. Integrating the all-in-one pcs with TV's makes them more versatile than a pc but also more expensive.

## SOFTWARE Monthly Picks



Have you ever needed to pickup or send files to someone via ftp? Core FTP has a free ftp program that may be for you. It allows you to do it all via graphical interface. You can purchase Core FTP Pro for \$34.95 per user to allow scripting for automatic transfer of files, encryption of files and to receive notification of transfer status. For more info go to [www.coreftp.com](http://www.coreftp.com).