



## this issue

Will Google Chrome OS Shine? P.1

CT Lunch and Learn P.1

Cool Twitter Tools P.2

Internet Traffic Report P.2

Upcoming Events  
CT Lunch and  
Learn

## TECHNOLOGY UPDATE

Come join us for a Lunch and  
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- Making Sense of The Cloud
- New Ways to Protect Your Data
- Social Media Primer

Date: Wednesday, June 8th 2011

Time: 11:30am - 1:00pm

To register:

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## Will Google Chrome OS Shine?



**Scott  
Hirschfeld**

The Google Chrome OS is set to release Mid-June and though it has been in the news, there seems to be a lot of confusion over the new product. Maybe this is because they named it after their browser, or maybe it is just because we just can't image a viable OS other than Windows or Mac.

Like most Google products, Chrome OS is somewhat unique. And, the reason they named it after their browser product is that it is built on the browser platform. Chrome OS is a platform that boots fast and delivers almost all of its features via the web, with the exception of some offline features to get by with in a pinch. Unlike traditional operating systems, it is highly dependent on the web.

Samsung and Acer are the first two vendors to release products with the new Google OS. Their products offer speedy boot times of about 10 seconds, and a crazy long battery life of around 8 hours. In addition they have the standard features you might expect in a laptop, including trackpad, webcam, mic, keyboard, USB ports and display. These units will have WIFI only and 3G models. Prices will range from around \$350 up to \$500 depending on model and features. It is also reported that Google will offer subscription based packages for around \$28/month that will include a

management console, support and hardware replacement in the case of failure.

It should be noted that these devices, because they are running the Chrome OS, are truly Google dependent. You start by logging into Google and setting up an account. Your settings, bookmarks, etc. are stored on Google servers. There is a new Google Chrome Web Store that delivers applications, similar to the Android Market or iTunes Store, but since the product is in its infancy there are far fewer applications to choose from.

At first glance, products based on Chrome OS seem like they are geared toward the consumer market and not toward business. Even though Google is working hard to get businesses to switch from Microsoft Office to Google Apps, most businesses remain Microsoft centric, and most businesses are tied to their Windows line of business applications.

A recent announcement may change this landscape. Citrix recently announced that they will release an extension of their product that will allow you to access your business' Citrix server through the Chrome OS. It isn't unlikely that some company will also quickly develop a way to access a standard Microsoft Terminal Server through



Chrome as well. This would make Microsoft based applications easily accessible in Chrome.

At a recent launch event for Chrome OS, Google co-founder Sergey Brin said that the traditional PC operating systems are “torturing users”. He believes that moving to Chrome OS presents a more stateless device, where the local device is less important, and the cost of supporting the local device is driven downward. This ties well with the move to Cloud Computing and for companies moving almost all of their resources into the Cloud, makes the Chrome OS device a real option.

So, what is the lowdown on what the device can and can't do? Jon Brodtkin, a reviewer from Network World, outlines a few can's and cant's. The product is still in development, so expect changes. Chrome OS can connect to the web using WIFI or 3G, can avoid viruses as there are none out there that target it, can print, can watch YouTube Videos and can

view PDF and DOC files. Chrome can't run Windows programs, can't sync via USB with iPhones or Andriod Phones, can't watch HD video (choppy), and can't store to USB storage devices.

The Chrome OS is still in its infancy, but does have some interesting features, and is an affordable device.

It may have a niche for certain types of business users, but right now it seems too limiting for most. If it turns out that Jon Brodtkin's premise is correct, that client computing should be more stateless with data, settings, and important information all in the Cloud and completely independent of the device you use to access it, the Chrome OS could eventually be a hit. At this point it is too early to tell. What are your thoughts? Your feedback via email is welcome! Contact me at [scotth@ctaccess.com](mailto:scotth@ctaccess.com).

## Cool Tools

There seems to be new tools coming out continually for Twitter. These are a few favorites:

1. **TweetEffect** is a great tool for monitoring patterns to help you optimize your Twitter activity. It provides a full summary of your tweets. Which tweets caused you to gain or lose followers over the last 30 days.
2. Using **TweetDeck Advanced Search** gives you more efficient and streamlined search capabilities.
3. **Optify** is a social media monitoring tool that helps you measure the success of your Twitter account.
4. Instantly share your Flickr photo uploads on Twitter using **Flick.to.twitt**.
5. **Twopular** is great for searching for current trending topics as well as comparing trends over time.
6. A very cool app for mobile users is **TweetCaster**. You can manage multiple Twitter accounts from the same screen.
7. To easily add new content to your Twitter stream try using **Screenr**. This app allows you to create screencasts, including adding audio.

Source: [www.ragan.com](http://www.ragan.com)

## EYE ON IT Industry Trends

### Internet Traffic Report

According to the latest report on global internet traffic from Sandvine, Netflix is the largest consumer of bandwidth on the internet in North America. The statistics say that Netflix accounts for 30% of traffic during prime time and 22% of daily internet traffic. They are predicting that the number will shoot to over 50% of peak internet traffic in North America by the end of the year. Over 49% of internet downstream traffic in North America is Real-Time Entertainment. This is a more than 49% increase since 2009. The statistics show a couple of new trends. First, Bulk Entertainment has pushed Social Media out of the top 5 due to applications like iTunes and the massive install base of iOS devices. The second new trend is Real-Time Communications continues to grow as more subscribers move toward VOIP and video chats become more wide-spread.

### The Top 5 :

Real-Time Entertainment - 49.2%

P2P Filesharing - 18.8%

Web Browsing - 10%

Real-Time Communication - 2.9%

Bulk Entertainment - 2.8%

Source: [Sandvine.com](http://Sandvine.com)