

TECH TRENDS

Don't Lose Your Data!

Special points of interest:

- Is your data safe?
- Is there a "right" way to dine?
- Beat traffic jams once and for all!



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The most expensive part of your computer is not the hardware or the software; it's the data ON the hard drive. The time and effort it took to create all of that data cost far more than the hardware or software itself. Could your business survive without this data or would you miss the contents of your home computer should a sudden crash occur?

Think a moment ... when did you last back up your data? It is now so easy and inexpensive to keep a backup copy of your hard drive that there is no reason not to do so. Depending on the disaster from which you need to protect your data (fire, flood, theft, hard drive crash...) the backup solution you choose depends on the risks you perceive.

In the disaster recovery field, the basic rule is that data should be stored offsite and in another telephone area code. That may be more than you need, but even that is easy and accessible with online backup services. Online backup is secure, encrypted, affordable, and remote from your location. Some services offer a starter pack of 2GB for free, but you'll blow through that ceiling quickly if you store photos and home movies, so you will most likely need more. Visit our website www.AdvancedComputerRepair.com/data.htm for more information about online backup services.

Local backup is probably the most convenient option and fortunately there are many options for storage, starting with DVDs. You could periodically burn your data off to a DVD, though it requires time on your part and knowing how much data will fit on each disc. On the plus side DVDs can easily be stored offsite in a safe deposit box or office. On the downside, they're not secure; anyone with a DVD reader can see your files.

A password-protected USB flash drive/thumb drive is a better choice than DVDs and some include encryption and basic backup software programs on the drive. Plan to pay about \$50 and up for 32GB and just a little more than \$100 for 64GB.

Flash memory cards are another option and are easy to use if you have built-in card readers in your computer. Secure Digital—SD—cards are most common. They are small and handy, but offer no password protection. They do, however, have a physical switch that prevents eras- (cont'd on p. 2)

We Have Moved—New Location!

As of January 10th, 2011, we are now in our new location! We outgrew our former space and needed to expand into bigger and better facilities. This new space will help us continue to provide the very best service to you and to keep meeting all of your computing needs.

Our new location is conveniently located on East Main Street in the heart of Moorestown (near Starbuck's) with off-street parking and easy access. Same phone number—same great service!



New Address:
33 East Main Street
Unit 4
Moorestown NJ 08057
856-727-9363



Stop by and see us!

January's Useful Web Site— www.pandora.com

This month's recommended site is www.pandora.com. Want to create your own personalized stream of music? Pandora has what you need to do just that. Founded in 2000 in conjunction with the *Music Genome Project*, Pandora will build a personalized "station" that plays only music you like, pulling from nearly a century of recordings to find music and songs similar to your individual tastes. To start, simply enter an artist name or song title that you like and Pandora does the rest. You can create up to 100 unique "stations," share with friends, find other listeners, and even go mobile with the fully integrated cell phone app.

January's Trivia Question—

On the average, one inch of rain is equivalent to how many inches of snow?

(answer on page 4)



“Ring out the old, ring in the new, ring, happy bells, across the snow. The year is going, let it go, ring out the false, ring in the true.”

—Alfred Lord Tennyson

TECH TRENDS

... Don't Lose Your Data!

ing the data accidentally (that's the “secure” part of the name). Make sure your card reader can handle the SDHC (high capacity) format if you plan to use the larger cards. Prices are similar to those of USB flash drives.

External hard drives are the simplest solution and with prices so low for huge storage capacity it's difficult to justify *not* having one for backup. Their only downside is that you are unlikely to store or carry them offsite, which offers little protection in the event of disaster or theft. Your main protection is against hard drive failure. Many external drives are small and pocket-size, with the use of 2.5" drives common in laptops. With capacities of 320GB from major hard drive manufacturers these pocket drives cost only

around \$50. Major manufacturer external drives that offer truly massive storage capability of 1TB (terabyte—1,000GBs) to 3TB start around \$80 and use standard-size drives. As with USB flash drives, some come with basic backup software. All of these drives connect through a USB port and are instantly recognized by Windows.

Next month we'll review additional backup options, including basic backup software in your operating system and a process known as *disk imaging*.

In the meantime, please feel free to call us at (856)727-9363 for a free evaluation of your current backup system and we can guide you through your many options to find which one best suits your needs.

Business Dining Etiquette

Business dining at fine restaurants can be critical in making a good impression and to avoiding embarrassing situations for novice business diners of all ages. Citing a recent *Bloomberg Businessweek* article (October 14, 2010), etiquette coach Patricia Napier-Fitzpatrick offers some sound advice for attending a business dinner:

Drinking—Never exceed two glasses of alcohol or the host's consumption. Hold the wine glass by the bowl, not the stem.

Toasting—Do not clink glasses during a toast. If you are the one being toasted, do not lift your glass until after the others have done so.

Slicing—The Continental style of eating with both fork and knife in hand, eating off the back of the fork, is globally-friendly and widely accepted. The American style of switching the fork to the right hand after cutting is acceptable as well, but just make sure the fork is placed at the 4 o'clock position when idle and the knife is placed at the top of the plate (blade facing you) when idle as well. To indicate you are finished, place both knife and fork together at the center of the plate.

Poor Food Choices—Avoid messy foods, such as spaghetti, which can cause unnecessary splatter. Bone-in chicken can be less than graceful and tricky to slice up properly. For oysters, always use a fork and avoid slurping at all cost. Hamburgers should be cut into quarters before digging in. Never order lobster.

Who Pays—The host pays for everything though don't take that as an open invitation to order anything and everything you want. Take cues from the host about whether to order an appetizer, dessert or drink.

And never, ever take home leftovers.

Pet of the Month

This is my cat Sabrina—

Sabrina is about five years old and very inquisitive. She loves to chase after the ball just like a dog, as well as trying to lick our dog Dakota's bones that he chews on. She loves ice cream and always likes to have a taste if you are enjoying a bowl. Sabrina loves basically anything that is not her own. She loves to pick up anything shiny, such as jewelry, that she can find and will quickly run away with it. I have been missing my diamond pendant since 2006! A month ago I found her with a diamond earring in her mouth. I guess she knows that a diamond is a girl's best friend!



—Stacy Bauman, Site Development

We would like all of you to send in a picture of your pet, too! Email your pic and pet info to:

tech@AdvancedComputerRepair.com. If your pet is displayed, let him or her know that a treat is on the way! And don't forget your address so we can send out your pet's present!

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Client of the Month



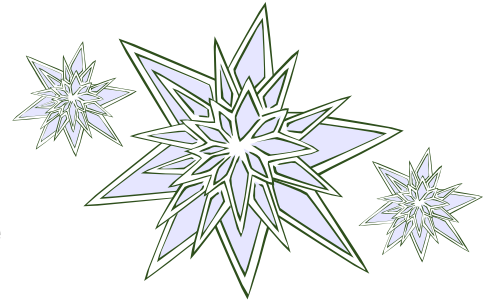
Dan Foley

January's clients of the month is Dan Foley of Foley Insulation Inc.

Dan began his mechanical insulation business in

1988 in the basement of his home. He had no computers back then, so all data was manually recorded. As the company grew, and moved into

a larger office space, the need for computers increased. Now an essential part of daily business, Foley's computer system has proven to be a great asset. If anything goes wrong, Dan calls on Matt and the techs at ACR, because when the computers are down the company does not function. ACR has come to the rescue many times and Dan appreciates the prompt service and expertise ACR offers. Thanks Dan for being one of our loyal customers!



"How does he get away with it? If he's not playing with the mouse, he's sleeping."

Google Traffic Alerts

Are you tired of waiting to get the traffic report on the radio before heading out onto your local highways and byways? Avoid getting caught in traffic delays and bypass snarled roadways by getting current traffic conditions at **Google Maps**.

Simply go to the **Google** homepage, click on **Maps**, and then click on **Traffic**. Drill down into your region by selecting your nearest traffic light icon and then select **Zoom In** to get live, real-time traffic flow for your area.

Or you can first drill down into your region after clicking on **Maps** and keep clicking on your designated territory until you see your desired map range and then select **Traffic**.

You can view your local traffic region in the traditional map format, a nifty satellite view, or even in **3D Earth**, if you have the **Google Earth Plugin**.

SPECIAL OFFER!

Free Network Tune-Up & Health Check!

For each new business client (with 5 or more computers) you refer to us, who takes advantage of our special **\$FREE Network Tune-Up & Health Check**, you receive a **\$50 Visa Gift Card** as a Thank You! Just fill in your name below and give to your business associate to redeem their **FREE Network Tune-up & Health Check**. More details can be found at:

www.AdvancedComputerRepair.com/referral.htm

Name: _____

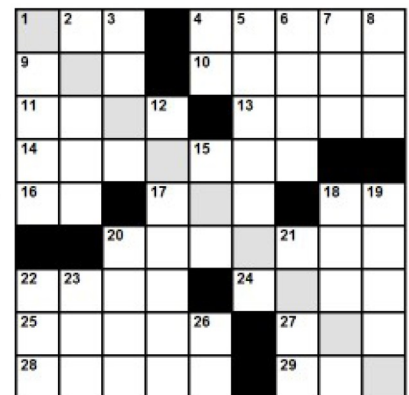
(offer expires 2/28/11)



Winter Fun Place Crossword

- Across
- I came, I __, I conquered
 - Thespian
 - __ out, barely manage
 - Mary Tyler __
 - Musical group
 - Three feet
 - Violent downpour
 - In operation
 - Social gathering
 - Dr. __, film
 - Slicker
 - Pious platitudes
 - Drunkards
 - Relative
 - 100 square meters
 - Designer's forte
 - Negative

- Down
- Brawl
 - Rubber capital
 - Low dam
 - Morning: Abbr.
 - Demureness
 - Just right
 - Hockey great
 - Casino choice
 - Relating to the



- eye socket
- Sinuous swimmer
 - __glycerin, drug
 - Assault
 - Merely
 - Zen Buddhist riddle
 - Composed of former Soviet states
 - Fornicary occupant
 - You and I
- Note: The title is a clue

to the word in the shaded diagonal.



Matt's Corner



I was actually considering changing my picture to one of me collapsed over my desk. I am so excited about moving into our new office, but along with the move comes a lot of work. Non-stop since New Year's!

But, I will never complain.... Work is good, right? Well...maybe. :) Anybody that wants to stop by and check out the new digs is more than welcome.

We have a lot of exciting changes coming up this year as our business grows. We are always looking for ways to better serve our customers.

I hope that the economy continues to slowly turn the corner and brings good business to all of you!

—*Matt*

matt@AdvancedComputerRepair.com



Answer to the January
Trivia Question is :

10 inches of snow melts
down to about one inch of
rain!

Services We Offer:

- Spyware & Virus Removal
- Data Backup & Recovery
- Wireless Networking
- Server Installation & Configuration
- Web Site Design
- Internet Marketing
- General Repair & Troubleshooting
- Complete Turnkey Solutions for Business



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