Technology Update

J. Carlton Collins

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Technology Steam Rolls Along

Revenue per employee to is 5 to 50 times higher per employee today than 30 years ago
Woolworths, JC Penny's, Sears, Wal-Mart
Stage Coaches, Train Industry, Typewriters, Retail Strip Malls, Digital Cameras
Out-sourcing, In-sourcing
Keep up or get left behind???

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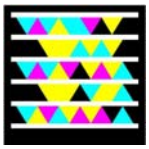
Microsoft Tags/QR Codes

1. Works like a bar code using free Smartphone tag scanning app
2. Demo - Make your own Tag(s) for free (tag.microsoft.com)
3. Links to your web site, text, phone number, vCard, or app download
4. Option allows you to set tags to expire
5. Make custom tags from any design
6. You can later edit a Tag, but not a QR code
7. Reports show you tag traffic
8. See a tag in action
9. Tag success stories
10. JagTags work via text message therefore a smart phone is not required…



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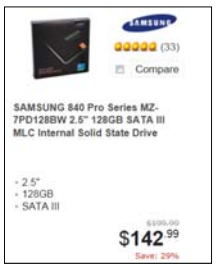
Solid State Drives (SSD)

1. No Moving Parts, Much Faster, Less Susceptible to Damage
2. No spin up time – so almost immediate results
3. Uses far less energy
4. Fragmenting not an issue
5. 10 times more expensive ($1-$2 /GB vs $10-$20/GB)
6. HDD 5600, 7200, 10,000, 15,000 RPM
7. Performance degrades over time.
8. Limited life span???

   (Only 2 Million hours)
9. SSD Video
9. Hybrid drives



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Square, Sage Credit Card Reader

$20 device that plugs into any computer, tablet, or smartphone audio jack) in order to accept credit card payments on the go.

3,500 Girl Scout troops in Ohio used Sage credit card readers (connected to the scout's smartphones) to accept electronic payments, boosting sales of Girl Scout cookies by 30% because the scouts were able to take orders and accept payments from cashless customers who were only able to pay using their credit card.

Video

(Cost versus transaction fee
and percentage fee should be considered)

Sage's Credit Card Reader

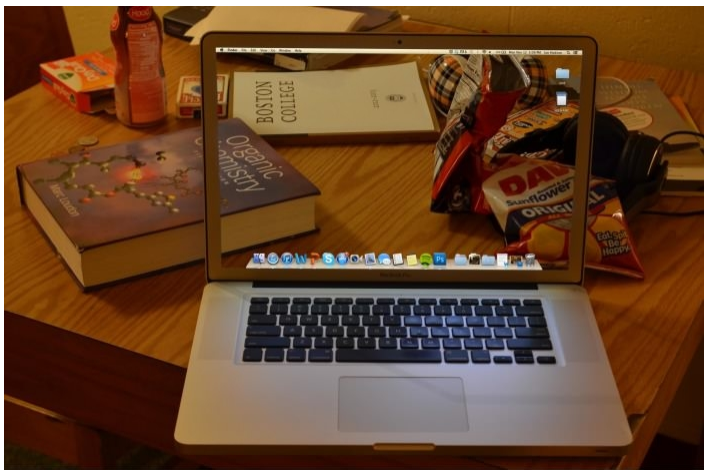
Samsung's Transparent Smart Window

Example Uses - http://www.tubechop.com/watch/732846

Smart Mirror

http://www.wimp.com/screentechnology/

Neat Effect with Rear Mounted Camera



Saw Stop

60,000 table saw accidents a year, 10 fingers a day
http://www.wimp.com/amazingtechnology/

Chain saw - http://www.youtube.com/watch?v=Ah-FmYnaIWw&feature=fvwp

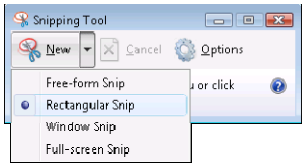
NFC – Near Field Communication

6 Inch Range

http://www.tubechop.com/watch/732835

Snipping Tool

- **Start Button, Program Files, Accessories**
- **Higher resolution than Print Screen**
- **Save to Different Formats**
- **Highlighter, Eraser**
- **Add to your Quick Launch Tool Bar**



- **PrintScreen (resolution not as high)**
- **Shift + PrintScreen (to capture active window/box only**

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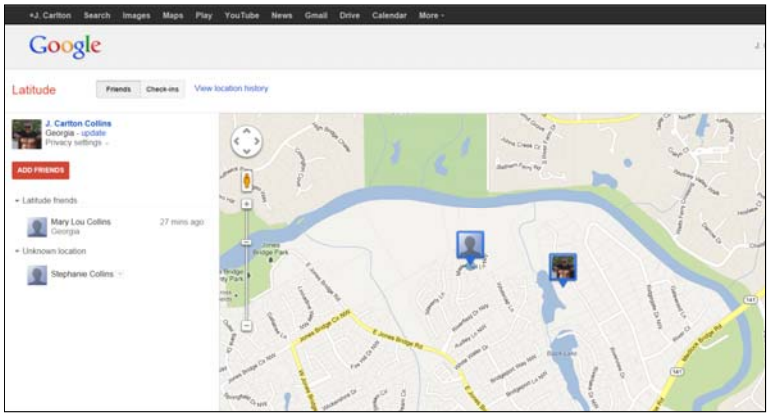
Google Latitude

- Track a person via their smartphone



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DUALING TIPS:

Buying Online

Pricegrabber

Quantity in Stock Status?
Avoid Drop Shippers

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Eye Writer

Example Video - https://www.youtube.com/watch?v=AztH_YVQN-k

Free downloadable software
http://www.tubechop.com/watch/732902

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DUALING TIPS: **Outlook**

Signature Block with Disclosure Statement

Set up Rules to Block Mail with Specific Words (Unsubscribe)

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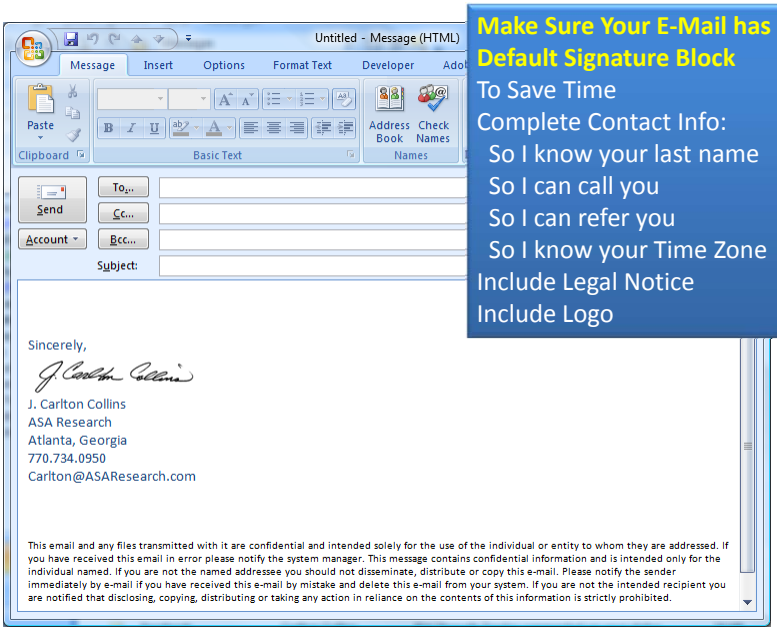

Make Sure Your E-Mail has Default Signature Block

To Save Time

Complete Contact Info:

- So I know your last name
- So I can call you
- So I can refer you
- So I know your Time Zone

Include Legal Notice

Include Logo

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Ted Talks

Drawing Lesson - http://www.tubechop.com/watch/733384

Best Thing - http://www.tubechop.com/watch/733396

How big is the internet -
http://www.ted.com/talks/andrew_blum_what_is_the_internet_really.html

Gestures

I think questions are sometimes more interesting than answers
Ancient beings may not have pondered the edge of the Universe
The question is 95% of the problem, the answer is only 5%
In this video, asks questions about using gestures "Why can't we do the following?"

Control TV - https://www.youtube.com/watch?v=lt60r3AwuV8

Wii Bowling - https://www.youtube.com/watch?v=zwXX27U6WnI

Example of Gestures with a Smart Window:
Minority Report - http://www.tubechop.com/watch/734400

Nano Robots

Wikipedia - http://en.wikipedia.org/wiki/Nano_robots
Article - http://www.wifinotes.com/nanotechnology/what-is-nanorobotics.html

USA has invested 3.7 billion dollars; European Union 1.2 billion; Japan 750 million
General Electric, Hewlett-Packard and Northrop Grumman, Marriott

Example Applications:
Sea Swarm - Oil Clean up
Medicines – To inject in bloodstream, attach to viruses, eradicate cancer, diabetes
Auto Industry – To adjust paint spray
Lawn care – Cuts off blade of grass
Socks – To remove foot odor (Washed into water supply, threatens bacteria)
Sunglasses – Scratch resistant surfaces

25 Minute Ted Talk - http://www.wimp.com/nanotechnologyworld/

YouTube

More content than CBS, NBC & ABC every 60 days

Upload Demo

Editing Tools

Embed Code Demo

Lila Ann Rose - https://www.youtube.com/watch?v=nwn6_qtQMN8
Maisy & Lennon, Butter - https://www.youtube.com/watch?v=7_aJHJdCHAo
Maisy & Lennon Headlock - https://www.youtube.com/watch?v=uxdUuk_l2Lk
Rachel Price - http://www.youtube.com/watch?v=sAIVlOvsMuM

Maisy & Lennon, Nashville……..

Example YouTube Clips

RFIDS - https://www.youtube.com/watch?v=_xNhL39uD7I
RFID Forklift - http://www.tubechop.com/watch/734446
ATM Scam - https://www.youtube.com/watch?v=m3qK46L2b_c
Installing Electrical Wiring - http://www.tubechop.com/watch/734456
Installing Bee Hive - http://www.tubechop.com/watch/734467
Learn the Guitar - http://www.youtube.com/watch?v=6Obf278F_00

19

DUALING TIPS:

YouTube

Uploading to YouTube

Embedding Clips

YouTube:

More content published to YouTube in a 60 day period than the three major U.S. television networks created in the past 60 years. 490 million unique users worldwide per month, who rack up an estimated 92 billion page views each month.

YouTube is a phenomenal learning center. ***Carlton's Prediction*** – ***YouTube University will be the world's largest learning center within 5 to 10 years.***

www.tubechop.com – Crop a portion from any YouTube video

www.mixpod.com – Combine cropped portions of YouTube clips

www.vixey.com – Convert YouTube clips to self-running MP4s on your computer

Uploading to YouTube is Easy (quick demonstration)

Embedding Code (Bandwidth and Codecs come from YouTube web site)

Blu-Ray
$ = Varies

Blue Laser Beams Are 1/10th The Size of Red Laser Beams

Thus Blu-Ray Disks can Squeeze Ten Times the Information Than a Standard DVD

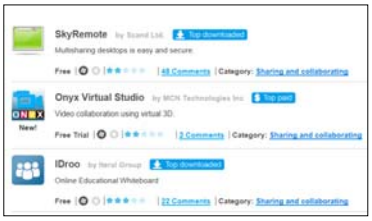
Which Allows for HD DVDs

Tiny URL

Make a shorter URL
Avoid extra long URLs that might break in email
Hide URLs (so the reader does not know where the content is coming from)
Make a TinyURL Tool Bar Button
Bit.ly does the same thing

Distance Learning

- No admission, No Credits (Certificate)
- Harvard & MIT (EdX) 150,000 from 160 countries in 2011
- Fathom (2000 Columbia & Michigan); All Learn (2003 Yale, Princeton and Stanford)
- Remote Access Tools for Remote Training
  - Skype



Duplexing Printers

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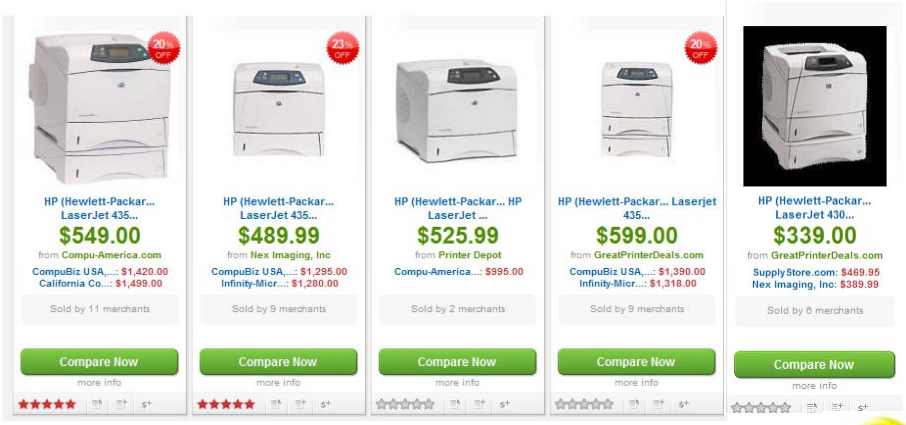
Printer Prices Falling in 2009 – HP 4350



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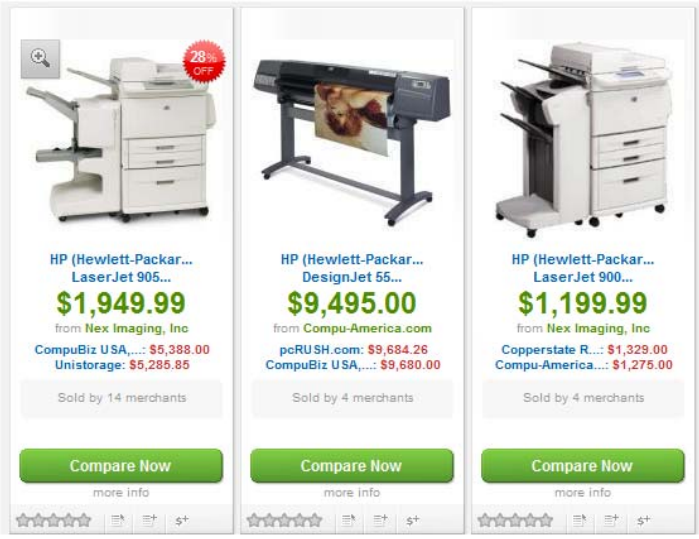
Printer Prices Falling in 2009 – HP 9050



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Printer Hook Up

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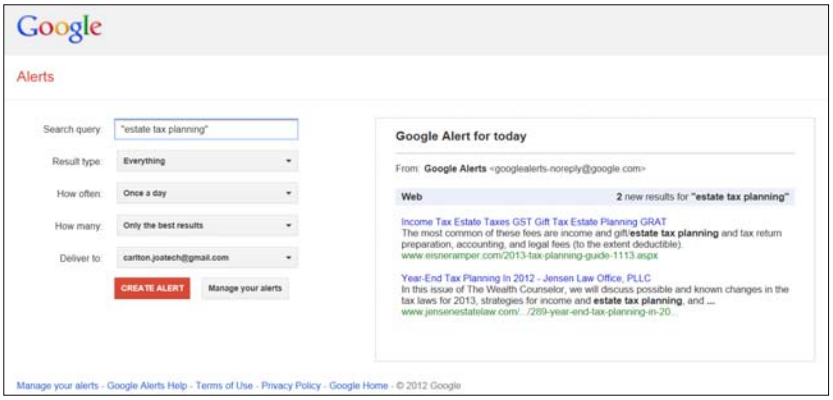
Google Maps

Driving Directions
Add Destinations
Ad destinations by right clicking the map
Rerouting by dragging the route
Printing Directions
Satellite or Map View
Traffic View

Field Monitor Pro

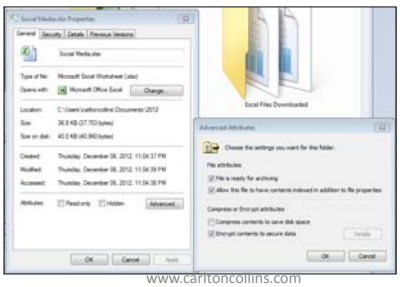
- $275
- Uses USN Port
- Gives you 2 USB Ports
- Daisy Chain up to 7
- Number Pad

Google Alerts



EFS – Encryption File System

- Takes just 5 Seconds
- In Pro versions of XP, Vista, 7 & 8
- Not in Home versions
- Encrypt a file, folder, or drive



Paperless

- **Few CPAs have regrets**
- **Large Scanner versus desktop scanners**
- **Sheet Feeder**
- **OCR File naming & Keyword creation**

Carlton's JofA Articles

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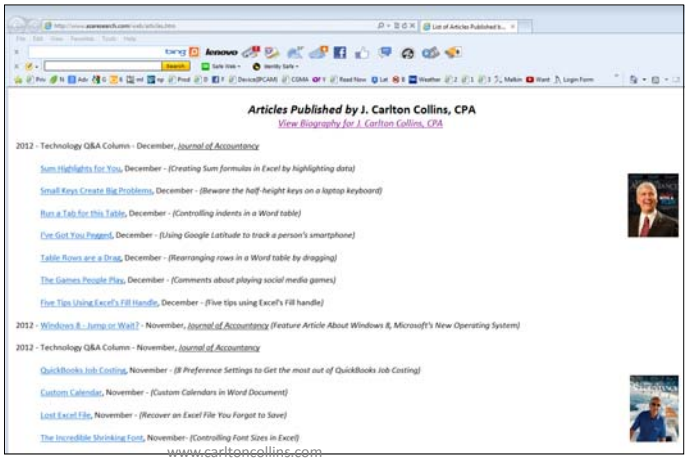


Articles Published by J. Carlton Collins, CPA

View Biography for J. Carlton Collins, CPA

2012 - Technology Q&A Column - December, *Journal of Accountancy*

Sum Highlights for You, December - *(Creating Sum formulas in Excel by highlighting data)*

Small Keys Create Big Problems, December - *(Beware the half-height keys on a laptop keyboard)*

Run a Tab for this Table, December - *(Controlling indents in a Word table)*

I've Got You Pegged, December - *(Using Google Latitude to track a person's smartphone)*

Table Rows are a Drag, December - *(Rearranging rows in a Word table by dragging)*

The Games People Play, December - *(Comments about playing social media games)*

Five Tips Using Excel's Fill Handle, December - *(Five tips using Excel's Fill handle)*

2012 - Windows 8 - Jump or Wait? - November, *Journal of Accountancy (Feature Article About Windows 8, Microsoft's New Operating System)*

2012 - Technology Q&A Column - November, *Journal of Accountancy*

QuickBooks Job Costing, November - *(8 Preference Settings to Get the most out of QuickBooks Job Costing)*

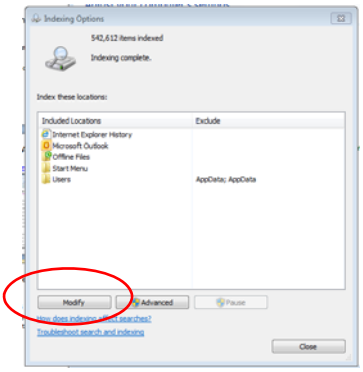
Custom Calendar, November - *(Custom Calendars in Word Document)*

Lost Excel File, November - *(Recover an Excel File You Forgot to Save)*

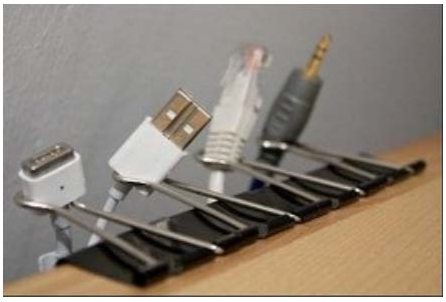
The Incredible Shrinking Font, November- *(Controlling Font Sizes in Excel)*

Instant Search (Indexed Searching)

- Windows 8, 7 & Vista
- Improved in Windows 8
- Stacking Results
- Must modify through control panel to index your data folders other than My Documents



Organize Cables with Binders

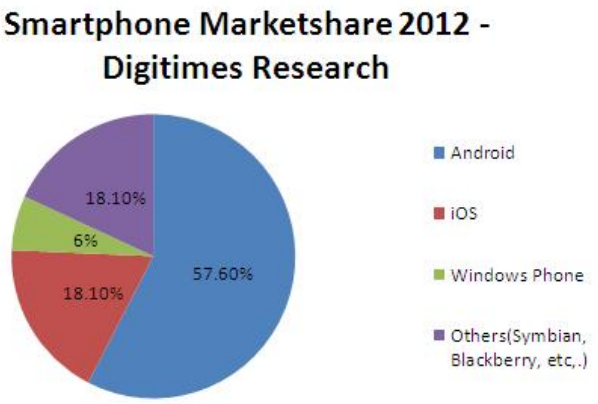


Wikipedia

- Written by the world
- Reviewed by the world
- Create your own Wikipedia Page
  - carltoncollins

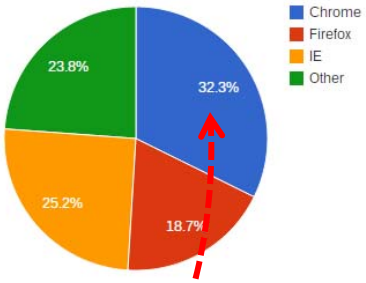
Label Cables with Bread Clips

Smartphone Market Share



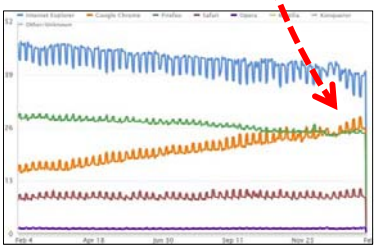
http://wmpoweruser.com/report-windows-phone-will-have-6-2-marketshare-in-2012-with-40-million-units-sold/

Browsers Wars



September 2012
(Google has over-taken Internet Explorer)

Feb 2012



SD Cards Beat USB Thumb Drives

Don't have to be removed
Costs less
Locking pin

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A Few Clever Tips

Fold a T-Shirt - https://www.youtube.com/watch?v=An0mFZ3enhM

Cheap AA Batteries - https://www.youtube.com/watch?v=nzgDffMcsUU 24 seconds

Cheap Button Cell Batteries – A23 battery

Binders Cell Phone Stand - http://www.tubechop.com/watch/733804

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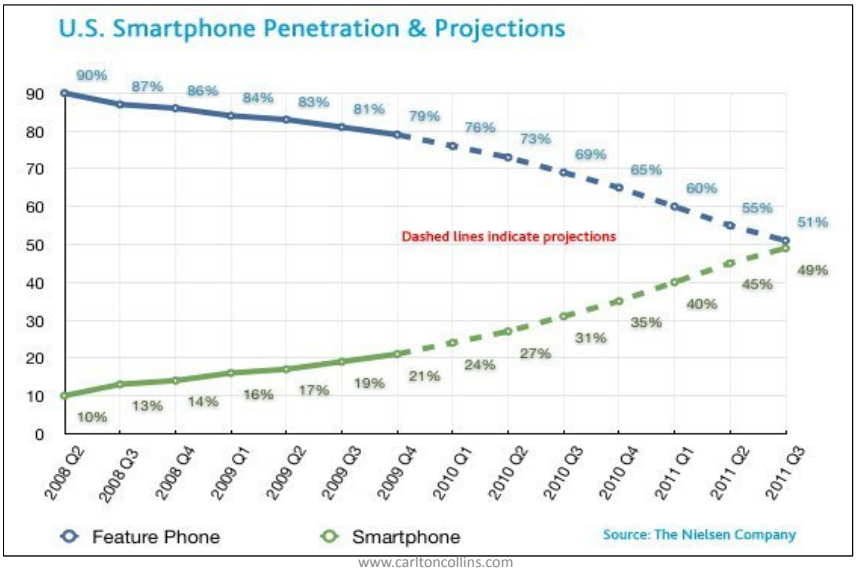
Smartphones Sales



Smartphones

Detailed Comparison of Smartphones by features:

http://en.wikipedia.org/wiki/Comparison_of_smartphones

Smartphone Apps Demonstration

1. Text Message (Using Voice)
2. Navigation (Using Voice), with Turn-by-Turn Directions
3. Traffic Conditions
4. Camera, Pictures to FB or EverNote
5. Wells Fargo App
6. CVS App
7. Tag Reader
8. DropBox
9. Gas Buddy
10. Open Table
11. Maps
12. TripIt
13. YouTube
14. Google Search
15. PriceCheck
16. Drudge Report
17. Exit
18. EverNote
19. Mobile Hotspot
20. Flashlight
21. SkyMap
22. Compass
23. Decision Making Tools
24. Piano
25. E-Mail
26. Docs, Calendar, More
27. Apps Store
28. Radar Now
29. Connect Wi-Fi
30. GolfShot

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Smartphone - Recommended Accessories

1. Recharger – Office
2. Recharger – Home
3. Recharger – Car
4. Recharger – Luggage
5. Ear Piece (Bluetooth)
6. Headphones for Office use
7. Boom Microphone
8. Speakers
9. Protective Case – Otter Box
10. Cigarette Converter
11. Docking Station
12. Dash mount
13. Motorcycle Headphones

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Choosing A Smartphone

1. Start with best provider in Your Locality.

- Verizon Wireless (111.3 million)[1]
- AT&T Mobility (105.2 million)[2]
- Sprint Nextel (56 million)[3]
- T-Mobile USA (33.168 million)[4]
- TracFone Wireless (21.3 million)[5]
- MetroPCS (9.3 million)[6]
- Cricket Wireless (5.9 million)[7]
- U.S. Cellular (5.8 million)[8]

2. Chose a 4G option

Usually $0 to $200 with contract.

Tablets

1. 2001 - Microsoft introduced first tablet

Laptop with touchscreen

Still had to boot up

2. Jan 2010 – Apple iPad

Basically a big iPhone, without the phone

Easier to read

No monthly subscriptions cost *

Tablets

http://www.tabletpccomparison.net/

Brands

- Acer (10)
- Amazon (4)
- Apple (5)
- Asus (11)
- Barnes&Noble (4)
- Coby Kyros (11)
- Lenovo (10)
- Samsung (13)
- Toshiba (6)

Tablet PC	US$	OS	Display
Lenovo IdeaTab S2110	514.31	Android 4.0	10.1
Asus Vivo Tab RT	519.99	Win8 RT	10.1
Motorola Droid XYboard	530.00	Android 3.2	10.1
Acer Iconia Tab W500	549.00	Win7 Home	10.1
MSI WindPad 110W	557.97	Win7 Home	10.0
Samsung Galaxy Tab 8.9	569.99	Android 3.1	8.9
Asus Eee Pad Slider	599.99	Android 3.1	10.1
Acer Iconia W510	599.99	Win8	10.1
Samsung Ativ Smart PC	649.99	Win8	11.6
Toshiba Excite 13	650.00	Android 4.0	13.3
Fujitsu Stylistic Q550	729.00	Win7 Pro	10.1
Acer Iconia W700	775.14	Win8	11.6
HP Slate 500	899.00	Win7 Pro	8.9
Netbook Navigator NAV 9	1174.00	Win7 Home	8.9
Samsung Ativ Smart PC Pro	1199.99	Win8	11.6
Asus Eee Slate EP121	1299.99	Win7 Home	12.0
Samsung Series 7	1599.99	Win7	11.6

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Tablet Demonstration

1. Safari Browser
2. Keyboard
3. Camera
4. Pictures (pinch, tap)
5. Photobooth
6. Video
7. Notebook
8. Maps (Peek behind)
9. YouTube
10. GoToMyPC
11. iBooks
12. Skype
13. Angry Birds
14. Fruit Ninja
15. Apps

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DUALING TIPS:

Google or Bing

Zip Code Plus Movies

Zip Code Plus Sushi

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Silence your Phone with Old Plug

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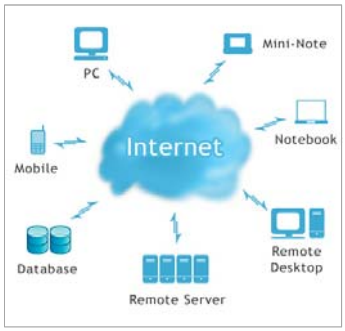
Cloud Computing

What is Cloud Computing?...Why is it Better?...Why do we need it?

Cloud Computing – The concept of cloud computing is not new; it dates back to the nineteen-seventies when timesharing systems allowed dumb computer terminals to connect to, and rent time from, remote mainframe systems. Since that time, this concept has been referred to by many names such as "Timesharing systems", "Remote Job Entry", "Network Computing", "Web-Based Solutions", "Software as a Service (SAAS)", and most recently – "Cloud Computing".



The Convergence of:

1. **Cloud**
2. **Smartphones and tablets**
3. **Apps**
4. **4G**

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Windows Live/Office 365

Cloud based Solution

Office 365 - Free to $20 Per Month

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Recharge Your Phone with Television USB Jack

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Wrap a Spring Around Traveling Cables

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The Future of Reading the News

Average age of newspaper reader is 55
Newspapers subscribership is way down
NYT Shares NYT Subscribers
Newsweek was sold for $1 dollar
Each day AP produces thousands of news stories, who will filter those stories for you in the future?
Matt Drudge? One trillion hits a year…and growing.
- Matt's not smart
- Matt's can't write well…I've read his book.
- Matt only links

Digg
- Digg relies on public filtering
- I like matt's filtering much better

Huge Implications

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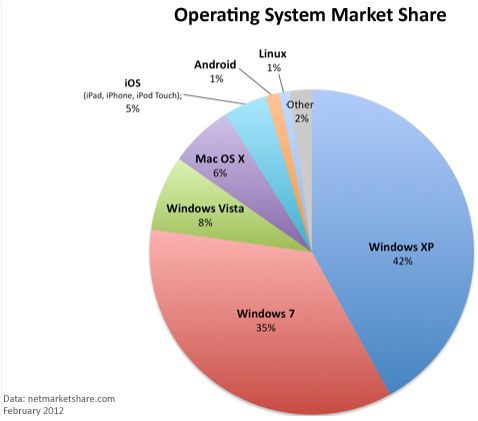
Windows Operating Systems



Windows 7 is More secure
Ram supported: 4GBs, 128GBs, 192GBs for XP, Vista and 7 (64 bit).
Processors Supported: 1, 64, 256 for XP, Vista and 7, respectively.

Apple total is 11% - Computers and mobile devices

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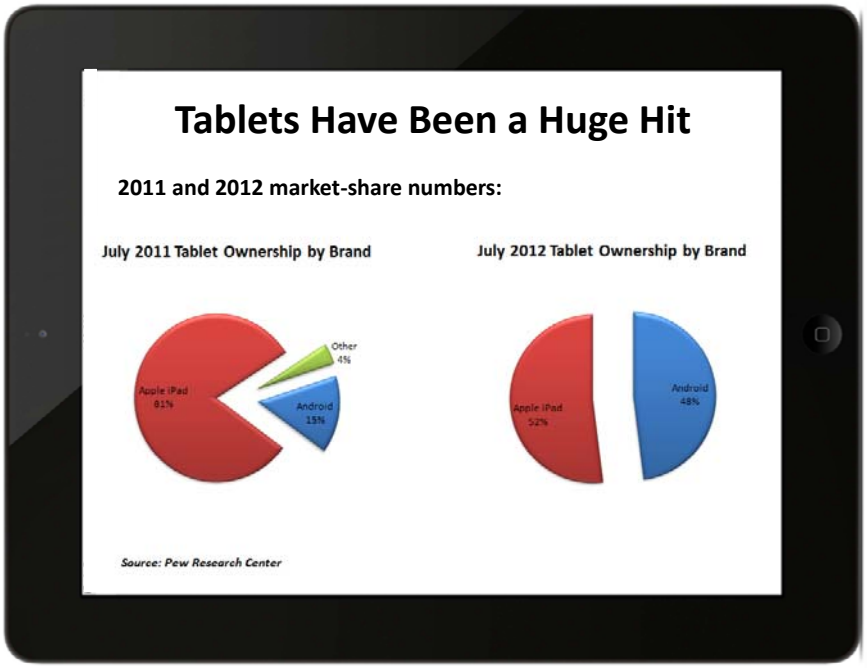
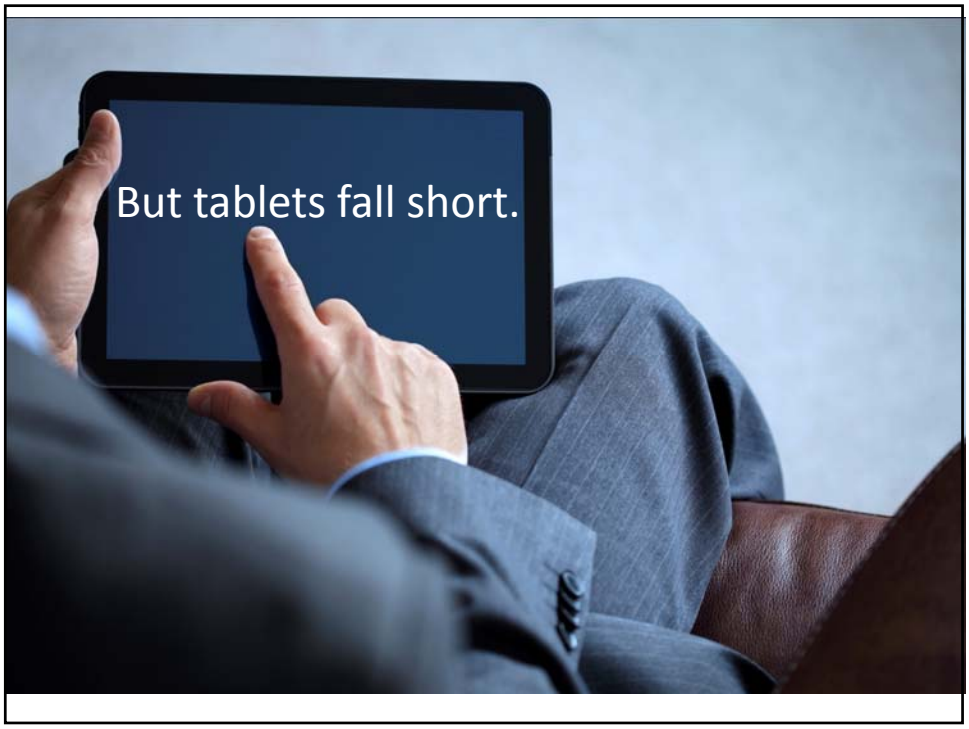
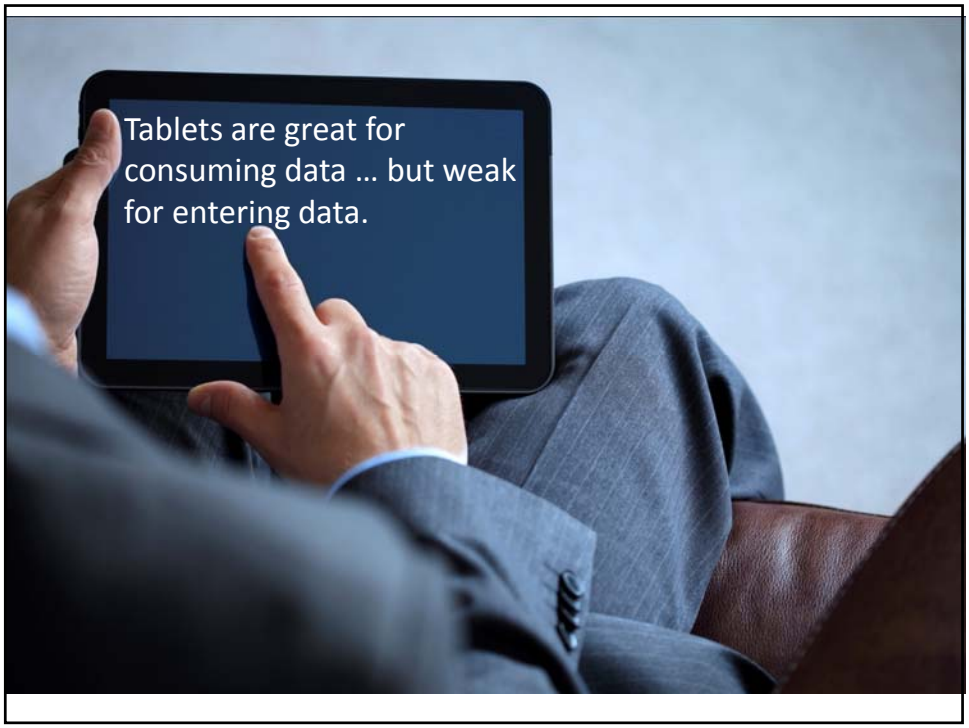
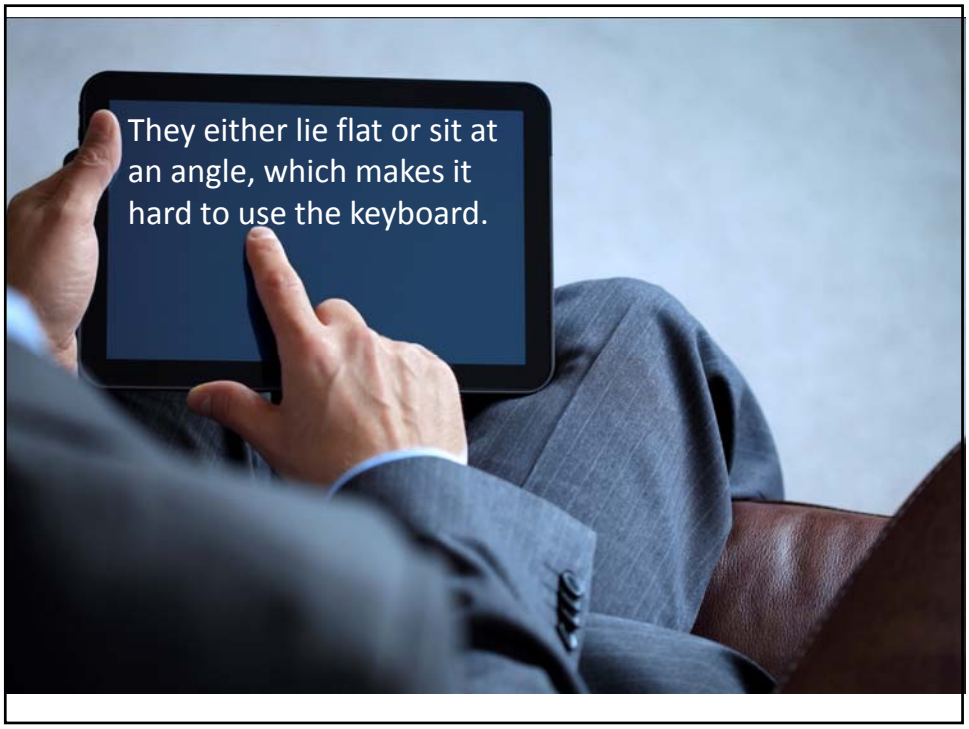

Tablets Have Been a Huge Hit
2011 and 2012 market-share numbers:
July 2011 Tablet Ownership by Brand
Apple iPad 81%
Android 15%
Other 4%
July 2012 Tablet Ownership by Brand
Apple iPad 52%
Android 48%
Source: Pew Research Center


But tablets fall short.


Tablets are great for consuming data … but weak for entering data.


They either lie flat or sit at an angle, which makes it hard to use the keyboard.

Windows 8 ushers in an improved type of computer

Touchscreen Ultrabooks

- Touchscreen Ultrabooks (TUs) offer both touchscreen and keyboard/mouse interfaces.
- Windows 8 supports both application interfaces.
- Touchscreen Ultrabooks are thin, lightweight, fast booting, and usually larger than tablet PCs.
- Some TUs can be split, so the monitor portion can be used as a tablet.

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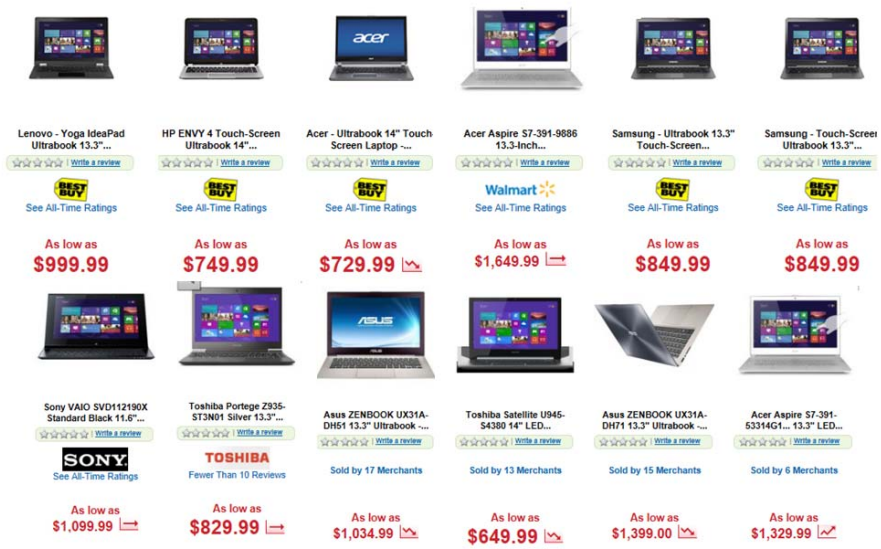
Examples of Touchscreen Ultrabooks

As of November 10, 2012

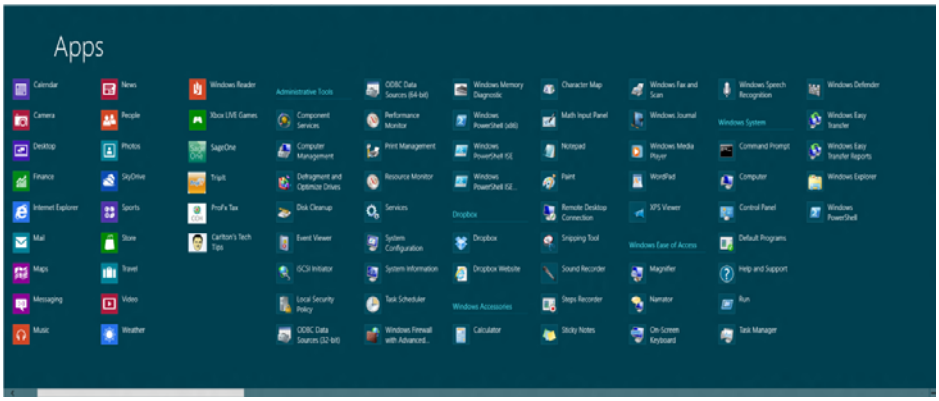


Examples of Windows 8 Screens

Windows 7 Style Desktop

Touchscreen (Modern U/I)

Examples of Windows 8 Screens



Installed Apps Screen

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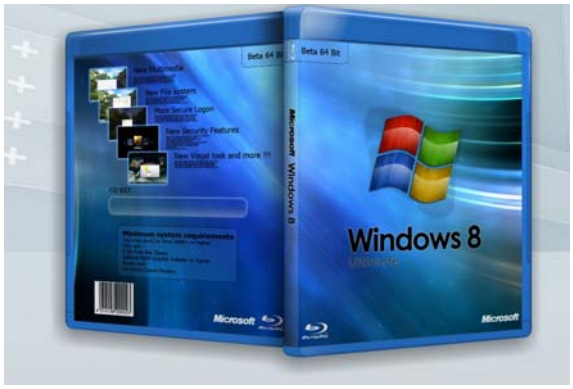

15 Key Windows 8 Enhancements

AICPA

Faster boot-up

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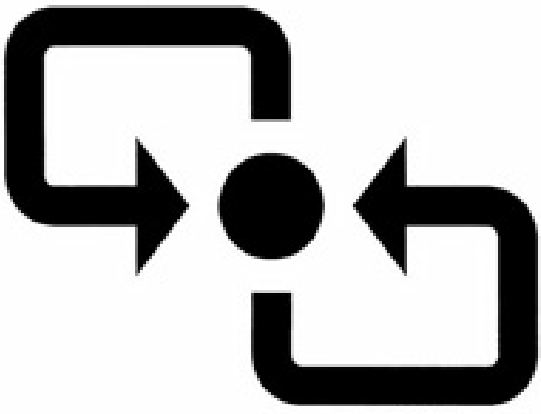
Tap and do



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Windows To Go

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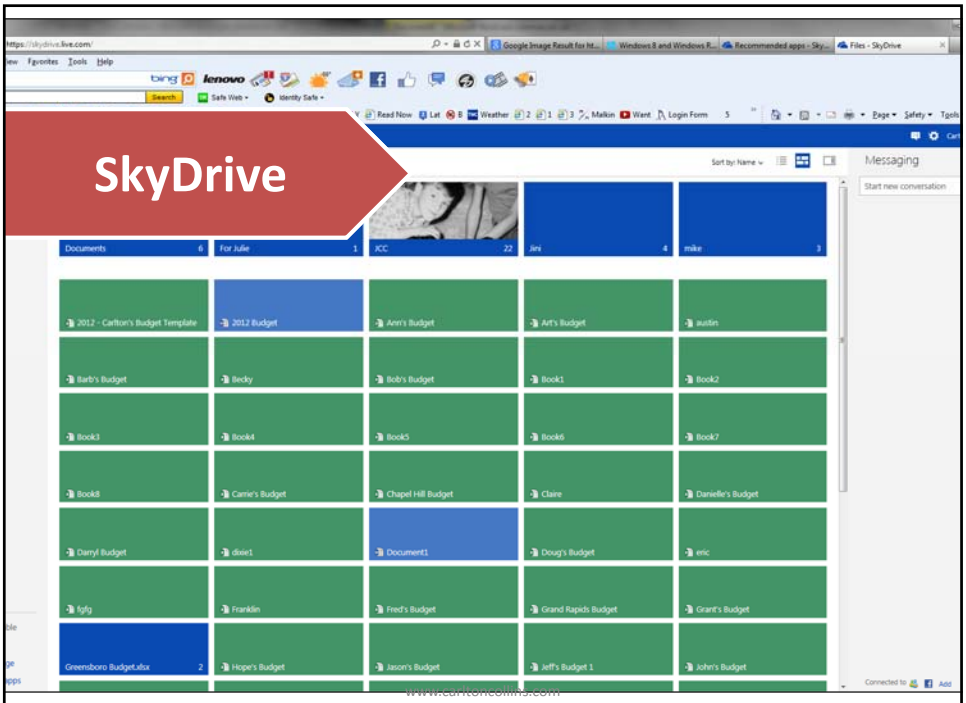
SkyDrive



Improved WiFi

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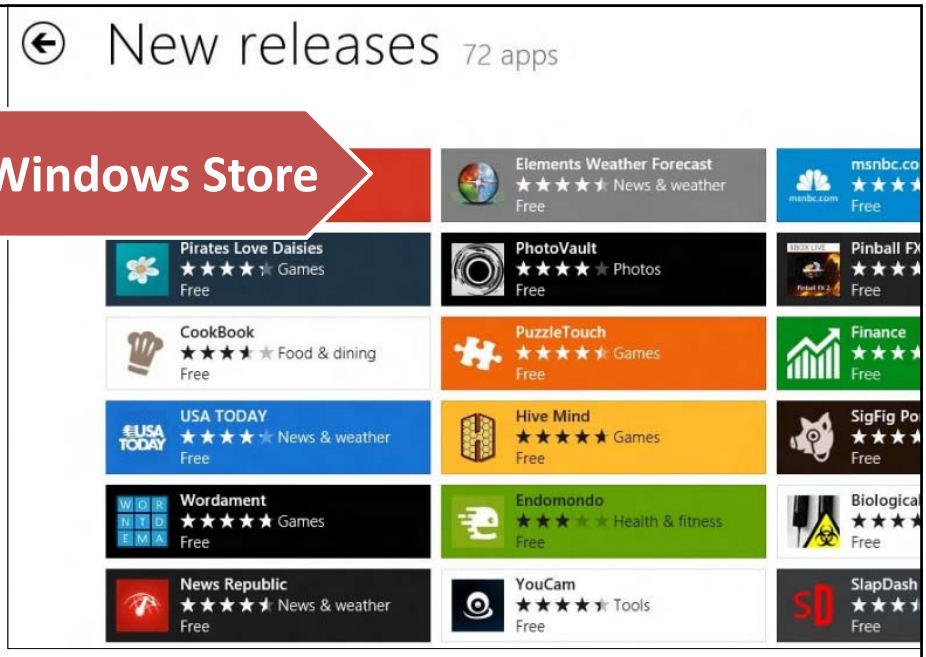
Windows Store



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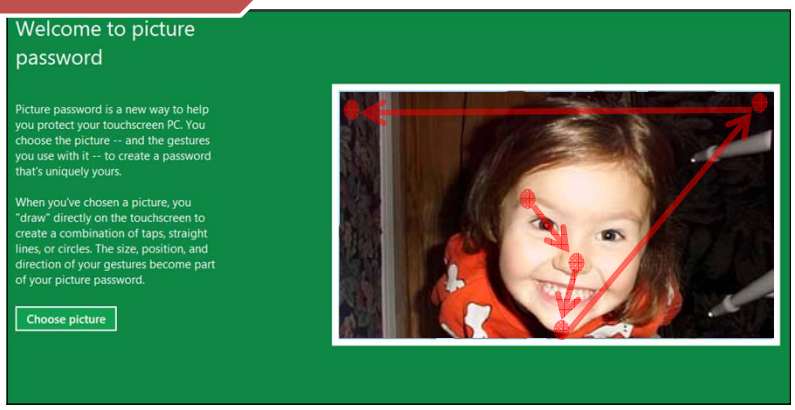
Picture Password



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Windows Key
Pressing the Windows key toggles between the Modern Start screen, the last-run Modern app, and the classic Windows 7 Desktop view.

Windows + C
Displays the Charm Bar .

Windows + D
Launches the classic Windows 7-style Desktop view.

Windows + E
Launches a Windows 7-style Explorer window.

Windows + F
Opens the File Search pane.

Windows + H
Opens the Share pane.

Windows + I
Opens the Settings pane (tiles, volume, brightness, power off, etc.).

Windows + K
Opens the Devices pane.

Windows + L
Locks your computer or device.

Windows + P
Displays Windows 8 on a second screen (when available).

Windows + Q
Opens the global search utility.

Windows + R
Displays the Run box.

Windows + U
Displays the Ease of Use utilities (Narrator, Magnifier, and more).

Windows + W
Instantly searches for settings.

Windows + X
Displays the Power Users menu.

Windows + Z
Displays the App Bar in the Modern view.

Windows + 1, Windows + 2, and Windows + 3
Opens the first, second, and third (and so on) open apps in the classic Windows Desktop, respectively.

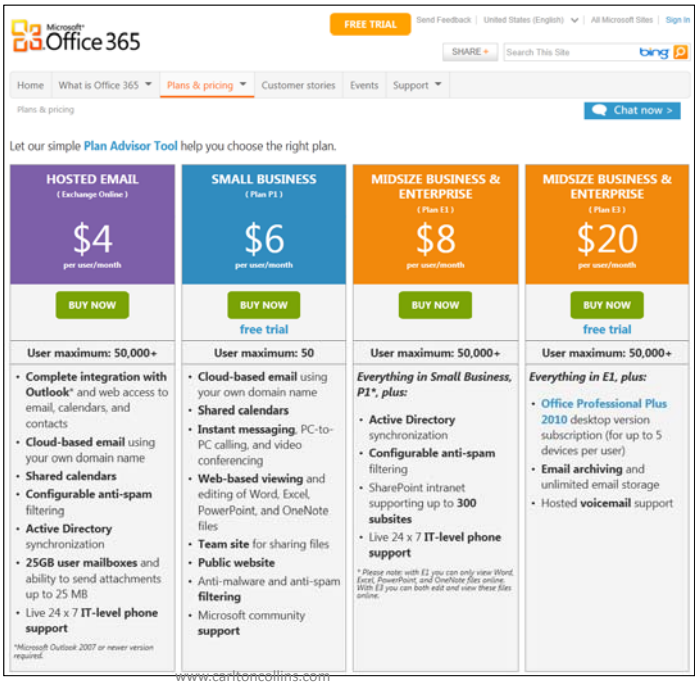
Windows + F1
Displays Windows Help and Support.

Windows 8 Shortcuts

Office 365 & Office 2013

- In 2010 Office moved to the cloud with Office 365.
- A free limited version of Office 365 is available at WindowsLive.com.
- The next time you buy Microsoft Office, you will have a decision to make – rent or buy?

Office 365 Pricing & Plans



Example of Office in the Cloud

(Looks a lot like Windows 8)

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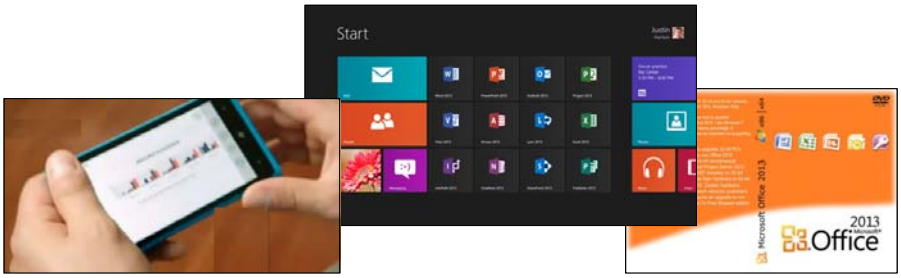
Office 2013 (Expected to ship July 2013)

- Touchscreen ready
- Windows 8 Look & Feel with Modern Tiles
- Cloud-friendly
- Runs on Win7 & Win8, not on XP or Vista
- Buy or Rent (on premise of Office 365 model)



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ADVICE…I still believe that a desktop computer with multiple large monitors is my best source for getting things done. I need a well-designed workstation/chair/lighting/desk space to be most efficient …

ADVICE…a Touchscreen Ultrabook may be the next best product for portability.

ADVICE…I will probably never buy a tablet or laptop again, instead I will probably go with the Touchscreen Ultrabook.

Windows 8 Pricing

(Available thru January 31, 2013)

- Users of W7, XP, & Vista (purchased before 6/2/12) can upgrade to Win8 Pro for $39.99.
- New users (who purchased Windows between 6/2/12 and 1/31/13) can upgrade for $14.99.
- After that, the upgrade price is expected to rise to $199.

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Microsoft Office 2013

Shipping July 26, 2013

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Microsoft Office 2013

1. **Look and Feel of Windows 8** - The Ribbon is still the visual metaphor found in Word, Excel, Outlook etc., once you launch the app.

2. **Subscription-based** - With this version, the company is moving to a subscription-based model wherein your Office files are tied to your Microsoft ID.

3. **Tablet Friendly** - This version is also more tablet-friendly.

4. Outlook 2013 - Microsoft Outlook has received the **most pronounced changes**; for example, the Modern U/I interface provides a new visualization for scheduled tasks.

5. PowerPoint 2013 - PowerPoint will include **more templates and transition effects**.

6. PowerPoint 2013 - Microsoft includes several smaller updates such as **PDF editing** and a behind-the-scenes **Presenter View**.

7. OneNote 2013 - OneNote includes a new splash screen.

8. Excel 2013 - On May 16, 2011, new images of Office 15 were revealed, showing Excel with a **tool for filtering data in a timeline**, the ability to convert Roman numerals to Hindu-Arabic numerals, and the integration of advanced trigonometric functions.

9. Word 2013 - In Word, the capability of **inserting video and audio** online as well as the broadcasting of documents on the Web were implemented.

10. In Word and PowerPoint, you'll also find a read-only mode that turns documents into full-screen editions, whose pages you can swipe through as you would an e-book or digital magazine.

11. XML - Microsoft has promised support for Office Open XML Strict starting with version 15, a format Microsoft has submitted to the ISO for interoperability with other office suites, and to aid adoption in the public sector.

12. Open Document Format - This version can read and write ODF 1.2. The Open Document Format for Office Applications (ODF), also known as OpenDocument (OD), is an XML-based file format for spreadsheets, charts, presentations and word processing documents.

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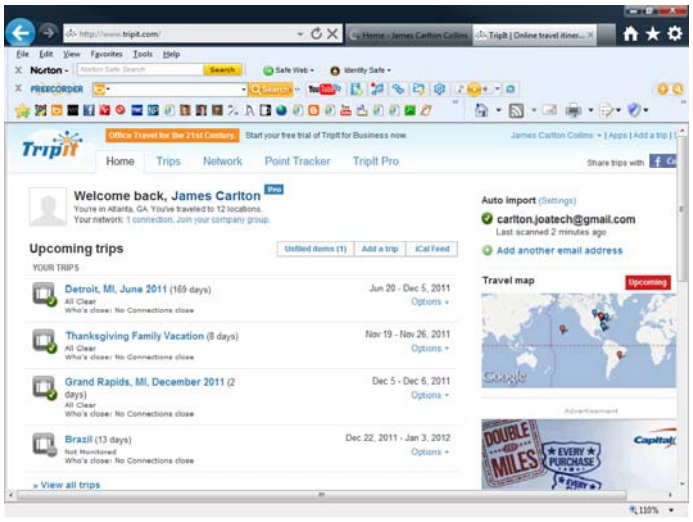
Photoshop

1. Clone Tool – Remove Wrinkles
2. Liquefy Tool – Remove weight
3. Blur Tool – Smooth skin
4. Adjust Skin Tones – Add a tan
5. Whiten eyes and teeth – Younger look
6. Magic Selector Tool
7. Working with Layers

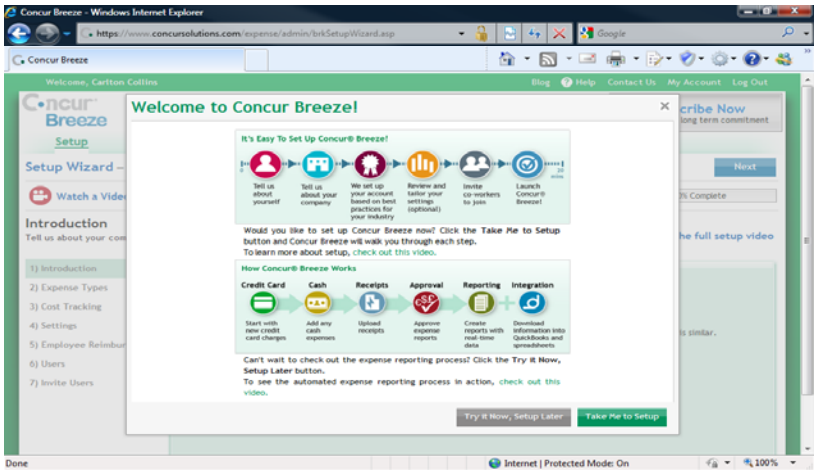
TripIt Demonstration



TripIt Demonstration

1. Make Avis Reservation
2. Receive Avis Reservation
3. Forward Avis Reservation (Dec 5-6)
4. View Results on Smartphone/Tablet
5. Hotel, click address, directions, map, navigate

Concur Breeze



Concur Breeze Demonstration

1. Computer
   - Import Credit Card Data
   - Add credit card data to a new exp. Report
   - Shows up on smartphone
2. Smartphone
   - Add Quick Expense
   - Take picture of receipt
   - Shows up on Computer

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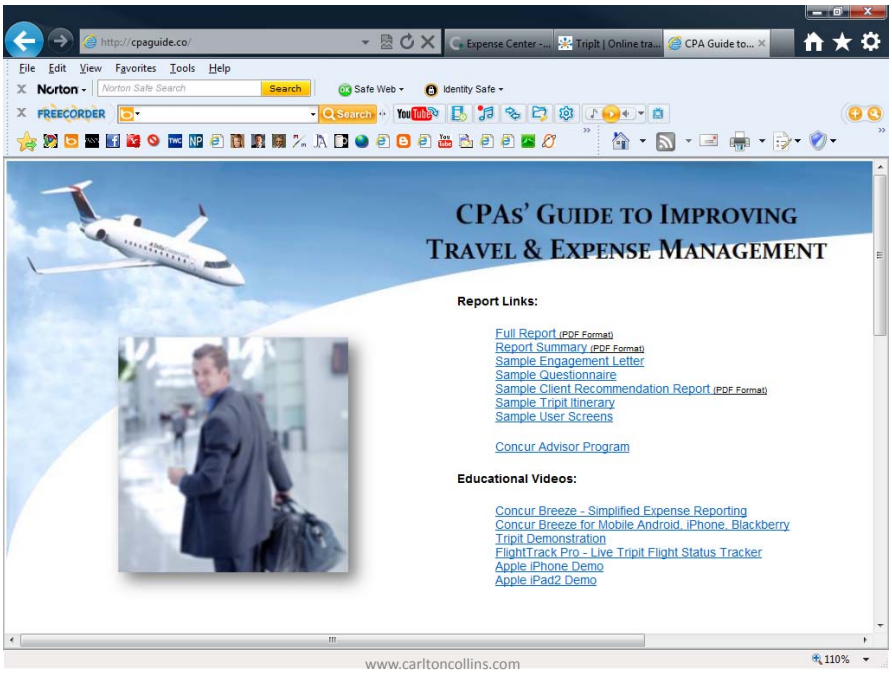

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Wireless Technology

	802.11a	802.11b	802.11g	802.11n	802.11ac	802.11ad	WiMax (4G)
Year Adopted	1999	1999	2003	2009	Pending	Pending	2005 (802.16)
Radio Frequency	5GHz	2.4GHz	2.4GHz	2.4 or 2.5GHz	5GHz	60Hz	5.8 & 2.5 GHz (US), 3.5 (Int'l), 2.3 Korea
Band	20MHz	20MHz	20MHz	20 or 40MHz	80 or 160MHz	7GHz	700 MHz
MIMO Streams	No	No	No	Up to 4 streams	Up to 8 streams	> 10	Yes
Maximum Data Rate	54Mbps	11Mbps	54Mbps	600Mbps	1Gbps	7Gbps	45 MBs
Approximate Indoor/ Outdoor Range	115/390 feet	125/460 feet	125/460 feet	230/820 feet	90 feet/NA	<15 feet/NA	25 Miles (18.6 miles at ground level)

Is WiMax Dead for Router Use?

Frequency Allocation Chart

FCC reserves many frequencies and auctions off others

Higher frequencies provider greater bandwidth, lower frequencies provide greater range

License-free spectrums (amateur)

FCC restricts power output among license-fee frequencies

More WiMax info

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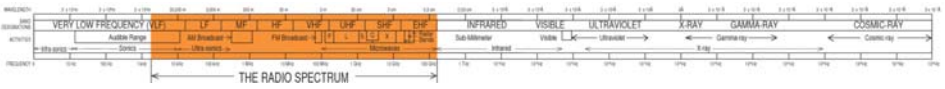
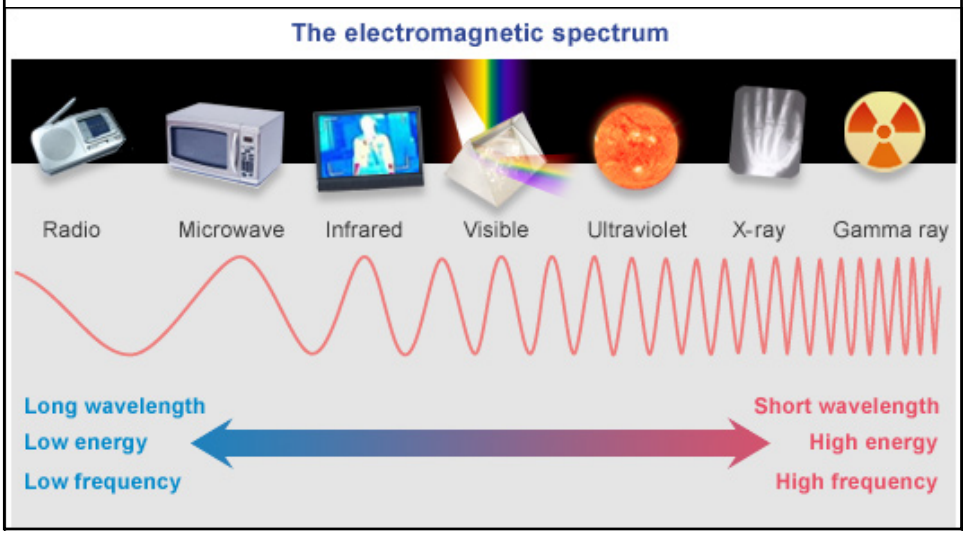
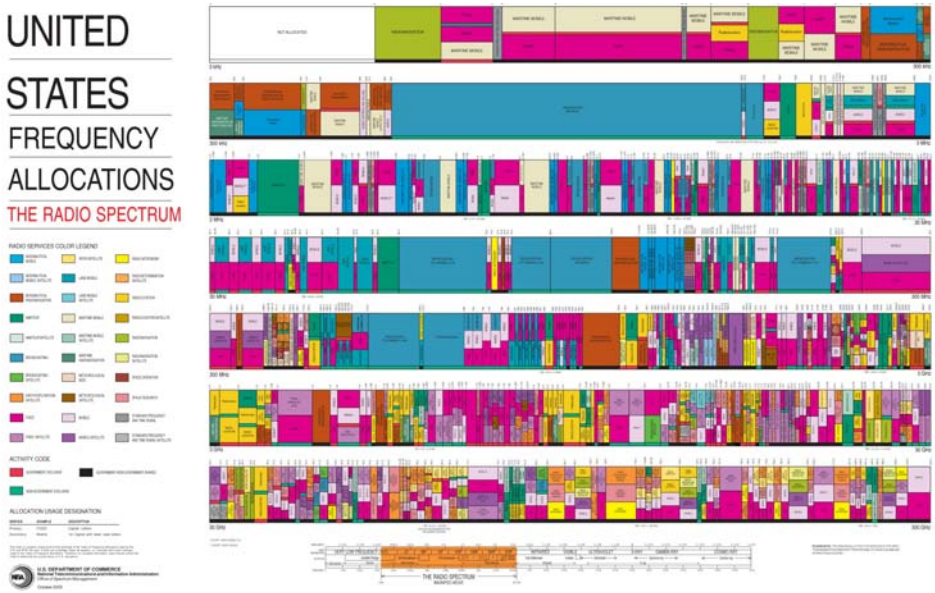






MiFi

(A portable wireless router that uses cellular WiMax/LTE signals)

1. **Converts Smart phone into a 5 user Wireless Router**
2. **Some Smartphones can do this themselves, but because battery life is big issue, MiFi is essential**
3. **Below are devices from Verizon, and AT&T (which now offers a touchscreen for easier management)**

Did you know they sent a spider into space?

Summary: Yeah, her name was Nefertiti. Neffi, to friends. She was a red-backed jumping spider. That's right, *was*. Because after surviving 100 days on the International Space Station, and returning safely to earth to retire in the National Museum of Natural History, she died this week.
Your opinion: There was no foul play involved. The NMNH says she died of natural causes. Her type of spider normally lasts a year—Neffi made it 10 months—but at least she traveled.
Most surprising fact: There are about 5,000 species of jumping spider. Neffi (RIP) was a *Phidippus johnsoni*.

MEDICINE

Holy Spock! The *Star Trek* Medical Tricorder Is Real, And It's Only $150

Excepted to ship end of 2013

Measures these vital signs in ten seconds:
- Pulse
- Heart rate
- Electrical heart activity
- Temperature
- Heart rate variability
- Blood oxygenation

…the results are displayed automatically on an app on your smartphone

Why cigarette butts are good for birds

Tim Barribeau

Many birds will use whatever they can get their beaks on to construct their nests — including cigarette butts. Now, new research suggests that there might be a side benefit to using discarded cigarettes for nest materials: it seems to keep the bugs out.

SCIENCE

Genetic Proof That Nobody Is Perfect

Jamie Condliffe

It turns out, the average person has around 400 defects in their genes—including at least one or two that are associated with disease…

RESEARCH

Scientists Revolutionize Pina Colada Production With Coconut-Flavored Pineapples

Through careful breeding, Australia's Department of Agriculture has managed to produce a sweet pineapple that also tastes like coconut, reducing future Pina Colada recipes to just two ingredients…

The new breed of fruit, known as the AusFestival pineapple…

Women better than men (62% to 23%) at picking out cheaters by the shapes of their faces…

…masculine jawline seems to be one key indicator…

NEUROSCIENCE

Why do your grandparents keep falling for email scams?

A new article published in *PNAS* describes how as we get older, our ability to detect "untrustworthiness" seems to decay…

Number of ornaments = $\frac{\sqrt{17}}{20} \times$ (Tree height in cms)

Length of tinsel (cms) = $\frac{13 \times \pi}{8} \times$ (Tree height in cms)

Length of lights (cms) = $\pi \times$ (Tree height in cms)

Height of the star/angel (cms) = $\frac{\text{(Tree height in cms)}}{10}$

CHRISTMAS

The Mathematical Formula For a Perfectly Decorated Christmas Tree

Researchers Can Make Bread Stay Fresh for 60 Days

Jamie Condliffe

The secret?

A gigantic microwave.

A company, called Microzap—wait for it—Microzap, has developed a long, metallic microwave device for the purpose. The concept was orignally developed to kill bacteria like salmonella, but the team put a slice of bread through the thing and noticed it didn't go stale. In fact, even after 60 days the bread "had the same mould content as it had when it came out of the oven." Nice!

New Accounting Software Solutions Gain Traction: (Cloud Solutions)

ZOHO Books - Online accounting solution, $24.95 per month, multi-currency, share and delegate workflow, dashboards, recurring invoices, thank you notes. http://www.zoho.com/books/

Outright – Cloud based solution that eliminates data input by grabbing revenue and expense transactions from your bank statements, credit card statements, scanned in receipts and your Paypal account. $24.95 per month. http://outright.com/

Xero – Google's Xero is online accounting priced at $19 per month, includes inventory, payroll and invoicing solutions along with fixed asset depreciation, contact management, multi-currency, dashboard reporting workflow and electronic banking. http://www.xero.com/

FreshBooks – Bevy of modules including time tracking, estimating and staff management, cloud based solution priced starting at free to $40 per month. http://www.freshbooks.com/

52% of CPA Firms are now Paperless

If we took all of the information and store it in books, we could cover the entire area of the United States or China in 13 layers of books. – Dr. Milton Hilbert.

Key paperless solutions used by CPAs include:

- **CCH, a Wolters Kluwer business**
- **Concur Technologies**
- **Doc.It**
- **Fujitsu Computer Products of America**
- **ShareFile**
- **SmartVault (includes plug-in for QuickBooks)**

Web Content Filtering:

Set Google or Bing search preferences to "Strict"

Install SonicWall router/firewall with filtering at the router

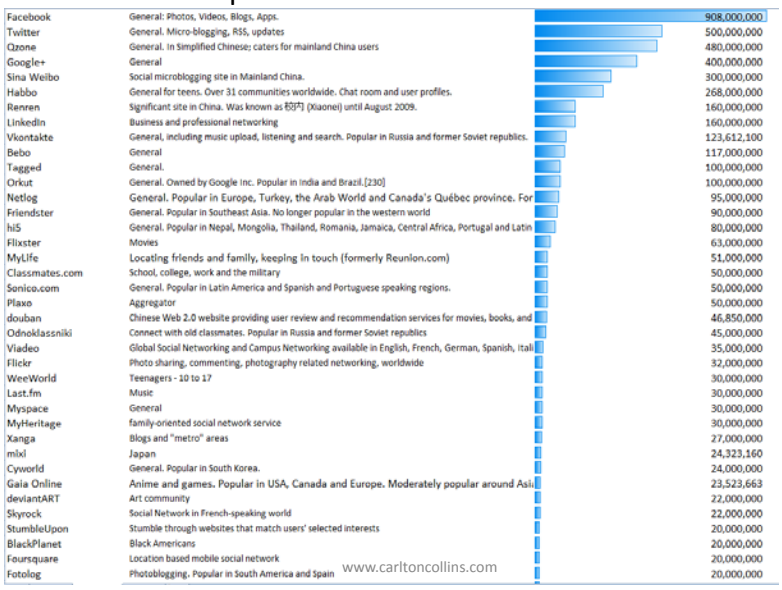
NSA 3500 – 1GBit Speed, Wireless, Content Filtering, $851 and up

Skype

a. Purchased by Microsoft for $6.5 billion.
b. Call to computer (Skype-In), call to phone (Skype-Out)
c. Video Calls – Options Video
d. Conference Call to up to 50 people ($4.95 for 24 hours) ($7.95 for a month)
e. Auto Answer – Options, Calls
f. Call forwarding – Options, Calls
g. IM Setting to Only Contacts to keep out solicitations - Options
h. Skype Access – Access over 100,000 hotspots around the world - Tools
i. Video call Recorder – Under Extras
j. Download many extras – File sharing, remote access, white boards, etc.
k. Alternatives to Skype:
    i. ooVoo
    ii. GoToMeeting
    iii. SightSpeed
    iv. GoogleTalk
    v. Gizmo project
    vi. iChat
    vii. VoIP Buster
    viii. Jajah
    ix. Amicima
    x. ComBOTS
    xi. OpenWengo
    xii. Vbuzzer
    xiii. Majic Jack
    xiv. Vonage
    xv. Trixbox

Social Network Sites:

Top web sites with 20 million+ Users:



Facebook	General: Photos, Videos, Blogs, Apps.	908,000,000
Twitter	General. Micro-blogging, RSS, updates	500,000,000
Qzone	General. In Simplified Chinese; caters for mainland China users	480,000,000
Google+	General	400,000,000
Sina Weibo	Social microblogging site in Mainland China.	300,000,000
Habbo	General for teens. Over 31 communities worldwide. Chat room and user profiles.	268,000,000
Renren	Significant site in China. Was known as 校内 (Xiaonei) until August 2009.	160,000,000
LinkedIn	Business and professional networking	160,000,000
Vkontakte	General, including music upload, listening and search. Popular in Russia and former Soviet republics.	123,612,100
Bebo	General	117,000,000
Tagged	General.	100,000,000
Orkut	General. Owned by Google Inc. Popular in India and Brazil.[230]	100,000,000
Netlog	General. Popular in Europe, Turkey, the Arab World and Canada's Québec province. For	95,000,000
Friendster	General. Popular in Southeast Asia. No longer popular in the western world	90,000,000
hi5	General. Popular in Nepal, Mongolia, Thailand, Romania, Jamaica, Central Africa, Portugal and Latin	80,000,000
Flixster	Movies	63,000,000
MyLife	Locating friends and family, keeping in touch (formerly Reunion.com)	51,000,000
Classmates.com	School, college, work and the military	50,000,000
Sonico.com	General. Popular in Latin America and Spanish and Portuguese speaking regions.	50,000,000
Plaxo	Aggregator	50,000,000
douban	Chinese Web 2.0 website providing user review and recommendation services for movies, books, and	46,850,000
Odnoklassniki	Connect with old classmates. Popular in Russia and former Soviet republics	45,000,000
Viadeo	Global Social Networking and Campus Networking available in English, French, German, Spanish, Itali	35,000,000
Flickr	Photo sharing, commenting, photography related networking, worldwide	32,000,000
WeeWorld	Teenagers - 10 to 17	30,000,000
Last.fm	Music	30,000,000
Myspace	General	30,000,000
MyHeritage	family-oriented social network service	30,000,000
Xanga	Blogs and "metro" areas	27,000,000
mixi	Japan	24,323,160
Cyworld	General. Popular in South Korea.	24,000,000
Gaia Online	Anime and games. Popular in USA, Canada and Europe. Moderately popular around Asi	23,523,663
deviantART	Art community	22,000,000
Skyrock	Social Network in French-speaking world	22,000,000
StumbleUpon	Stumble through websites that match users' selected interests	20,000,000
BlackPlanet	Black Americans	20,000,000
Foursquare	Location based mobile social network	20,000,000
Fotolog	Photoblogging. Popular in South America and Spain	20,000,000

Why would anybody pay $45 a year for Classmates .com?

Web 1.0, 2.0, 3.0

Web 1.0 - Passive, static web pages that merely allow one to retrieve information.

Web 2.0 – Participation, collaborate, Information sharing, cloud computing

Web 3.0 – Introduces logic, for example, search for an airline ticket and it also finds hotels, rental cars, activities for you.

Over the Top Technology

RFID Based Doggy Doors with Twitter Notification
Tooth Receiver – Listen to radios, cell phones via transmitter in your tooth
Laser keyboard
Smartphone Projector
Thin Flexible Monitors
Vein Viewer
Fish Tank Toilet
Dolphin Boat - **Video**
Growing Body Parts
Tandem Bike
Evian Commercial – Babies Skating

Television and the Web

a. In the late nineties, I publically predicted that the television and the internet would merge into one, and instead of gathering around the family TV, the family would gather around the Internet screen, and the remote control would be a keyboard. This prediction is a little late in coming, but I think that I am definitely right.
b. Xfinity
c. Hulu
d. Funmoviesite

Microsoft Surface

Microsoft Surface
Paraody
Newer Movie – Samsung SUR40
Kiosks, Visitor Centers,
Future?

Robotics

Honda's Asimo – Still working the hugs out
Reaper Drone
Small dragonfly – Insect Drones

E-Mail Trends

E-Mail use has declined 40%

Texting and social networks have replaced e-mail

90% of my e-mail is junk

Less than 1% of my facebook or texts are junk, I am sure that will change

Remote Desktop Connections

a. GoToMyPC
b. LogMeIn
c. WebEx
d. pcAnywhere
e. Remote Desktop Connection
f. RemotePC
g. Citrix
h. Terminal Services
i. Arrav Networks

Technology is Not Perfect

Nonetheless, Having Technology beats not having Technology

Hammer vs Nail Gun
Writing a letter vs Word processing
Postal Service vs E-Mail
Land line vs Cell phone
Hand Crank Windows & Manual door locks vs Anti-lock brakes & Air bags
IRS forms vs Tax Prep software
Manual accounting system vs Computerized accounting system
14 column ledger paper vs Electronic spreadsheet

"Technology is only useful if it saves time, saves money or provides a better product"

- Stuart Cashin, CPA, 1986

Justifying Technology

"Analysis Paralysis"

Automated Supply Chain
Paperless Systems
Warehouse Management

Justifying Technology

"As a whole –
I find that the cost of technology is always justified,
Technology always pays for itself rather quickly"

J. Carlton Collins, CPA

Your Web Site
Securing a Domain Name

- GoDaddy
- Domain Name
- AccountingSoftware2010
- Hosting
- Show Checkout Screen

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Building a Web Page

- FrontPage
- Login
- New Page, Titles, Text, Accounting Software
- Content
- Feedback Form
- YouTube Clip
- Embed YouTube Clip in Web Page
- Demonstrate
- Recording Camera Videos
- Search, find picture, save
- Crop picture
- Insert Picture
- Polygonal hotspots

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Submitting Your Domain Name

- Submit your URL to Google
- Algorithm for scoring high
  - Phrase in URL — 1 Point
  - Phrase in Title — 1 Point
  - Phrase in Keywords — 1 Point
  - Phrase on Home Page — 1 Point
  - Phrase on Sub-Pages — 1 Point
  - People link to you with that phrase — **Many Points**
- Bing

Filtering Searches

- Filtering Google
- Employee Internet Use Contracts

Key Coded Door Locks

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EPSON RULES!

Epson Stylus NX515
$130
Color printer, Scanner
36 PPM
5760 x 1440 optimized dpi

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JABRA CRUISER
$47
Hands Free Speaker Phone

Auto-pairing makes for easy set-up
14 hours talk-time and 13 days standby time
Multipoint allows you to simultaneously connect to two devices

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CHUBBY
$179

A Bean Bag Computer/Alarm Clock/Photo Viewer
No, I Don't Know Why

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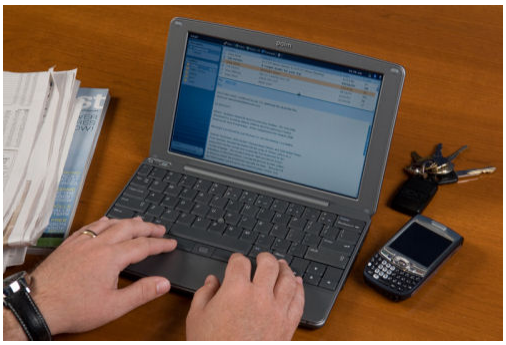
NetBooks
$300 Computers

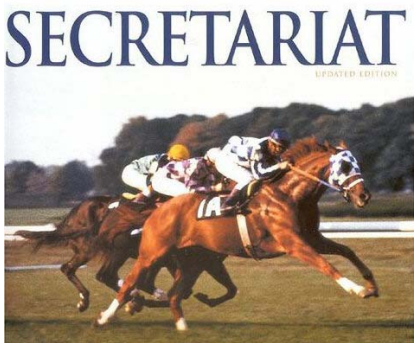


Small, Light Weight, Cheap, Easier to Use than a Handheld, Browser, Not As Powerful
Works In A Pinch, But I prefer a LapTop

SKYPE TV

Video Conference Via your TV
http://www.skype.com/intl/en-us/get-skype/on-your-tv/

KEEP VID
Save YouTube Video Clips to Your Computer As Self Running Files



http://www.youtube.com/watch?v=k2KfxdjjvDE&NR=1
www.keepvid.com

Oregon Scientific
$30
Monitor power consumption, carbon emissions, and real-time costs for up to eight appliances

http://www.earthtechling.com/2010/01/upcoming-oregon-scientific-devices-track-appliance-energy-usage/

Nose Gel Dispenser

What better way to do so than to squirt this extremely gross looking green nose gel out of the nostril of this nose? Simply push on the right nostril of the Nose Gel Dispenser ($17.99) and your green gel will ooze right out.
Kids will love it, your hubby will find it hilarious and the best part is that everyone will enjoy getting clean.

http://www.amazon.com/NOSE-Shaped-Shower-DISPENSER-Silly/dp/B002N24GPS/?tag=oddee-20

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LED Heat-Sensitive Shower Light

#30.84

Never jump in a cold shower again. Turn the water on and a flood of blue light shines down through the shower stream. Cool, blue and refreshing. When the water gets hot at 89 degrees F, the color changes to red, alerting you that the water is getting hot. Not only useful, it's also pretty cool!

http://www.amazon.com/Hog-Wild-10690B-Shower-Light/dp/B001CSQ10M/?tag=oddee-20

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Adesso AKP-170 Keypad Mouse $19.99

The 19 Key USB Numeric Keypad and Optical Mouse offers desktop and notebook users an instant benefit of a full-sized, external numeric keypad in a compact form. It functions as a numeric keypad and as an optical mouse it features a wide flip top transparent cover for the keypad and additional scroll wheel for easy web navigation.

http://www.amazon.com/Adesso-19-Key-Numeric-Retractable-AKP-150/dp/B0000TW3N8/ref=sr_1_1?ie=UTF8&s=electronics&qid=1282405965&sr=8-1

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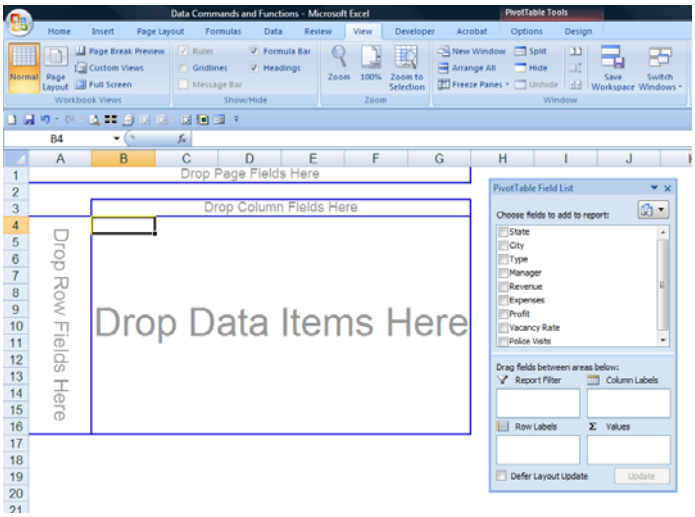
PivotTables



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Pivot Tables

- Quick & Dirty Pivot Table – Just Drag & Drop
- Create Many
- Pivot Charts
- Pivot Them
- Filter Them
- Drill Them
- Why most CPAs have trouble learning Pivot Tables

Excel Queries

- Query Stock Prices
- Query any Web Page
- Query your Accounting System

Card Scan

- Business Card to Computer
- Computer to Outlook
- Outlook to your cell phone (or anywhere)

Read to Me

- Excel Speaks
- Verbose – copy to clipboard, CTRL, SHIFT, B
- Many Others Solutions - http://www.google.com/search?hl=en&q=%22text+to+speech%22&aq=f&oq=&aqi=g10

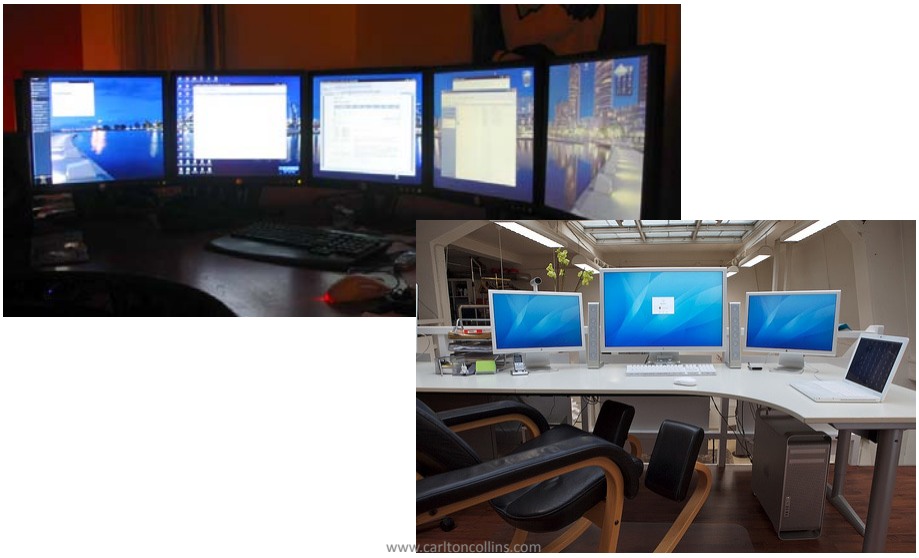
Speech to Text

- In Office 2003
- Not in Office 2007

- Not in Windows XP
- In Windows Vista, 7 & 8

- Using a headset microphone

Multiple Monitors



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My Old Computer System

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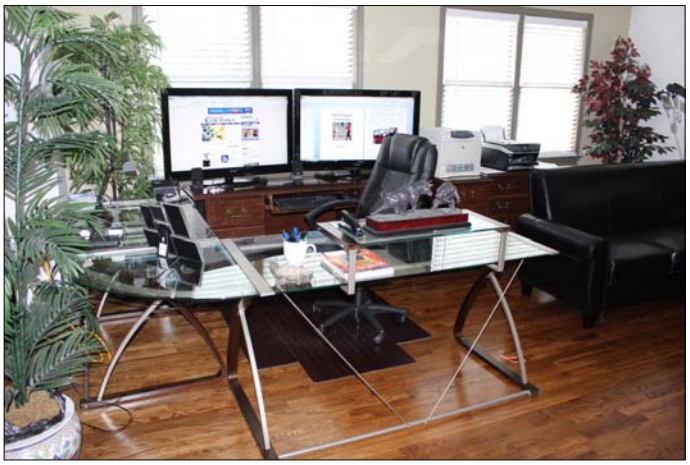
My New Computer System
The screens are so bright, the camera won't take a decent picture of them
Though it does not look like it, the lights are fully on in my office



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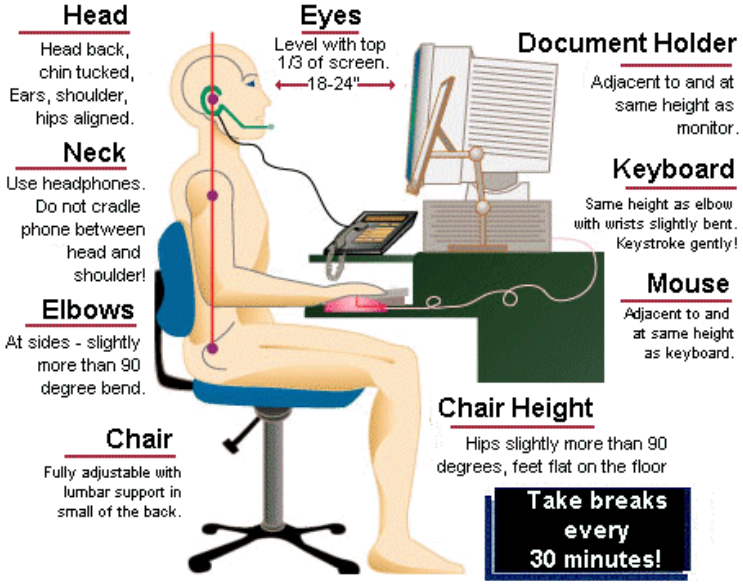

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Laptops are not Ergonomically Sound

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Well Organized Computer System

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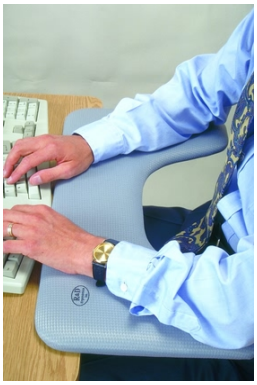

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Flat Panel Monitor

Eye Fatigue

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Windows Vista/7/8

- Bad rap
  - All applications needed tweaking
  - Requires 3 GBs of RAM
- Instant Search
- 3D Flip
- Sees More RAM
- Sees More Processors
- Windows 7 Shipped in Oct 2009
- Windows 8 Shipped October 2012

Social Networking

Because Who You Know Matters – Right?

- Linked-In
- Plaxo
- MySpace
- FaceBook
- Twitter

Twitter

- Twitter can be really stupid
- But the application of Technology is to be applauded
- “Use computers and the internet” without having “computers or the Internet”

QB Pro Advisor program

- **$449 or $20 per month**
- **Receive $3,000 in software**
- **Receive unlimited support**
- **Get Promoted**

Rip & Burn

- Playlist
- To a CD
- To a device

Domain Name in E-Mail Address

One screams "Novice", Guess Which One

Steve@AOL.com

Steve@ASAResearch.com

Benefits of leaving Your Computer on Overnight

- Save 20 to 40 hours a year in rebooting time *(less savings with SSD drives & Windows 8)*
- Computer will last longer
- Virus check at 2:00 am
- Spam check at 3:00 am
- Updates at 4:00 am
- Back up at 5:00 am
- Computer Available via Remote Access
- Voice Over IP – (Such as Skype or Magic Jack)
- Sleeping your computer negates many of these benefits

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Make Sure:

- Password Protected Screen Saver Kicks in
- Monitor & Printer Sleep After Specified Time

Green Comments:

- Computer uses less electricity than 40 watt light bulb
- Comparatively - Rebooting takes significant energy, boot three times and use more energy than leaving it on all day
- Walking to work, washing clothes by hand save far more energy per minute – so do that instead

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Leave Your E-Mail
Up & Running all the time so new email is waiting on you, not the other way around

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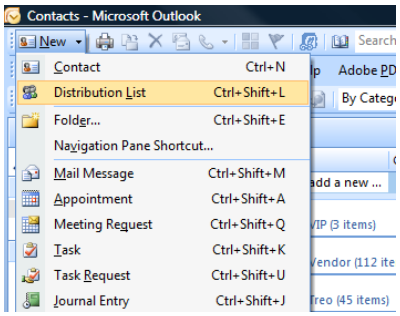
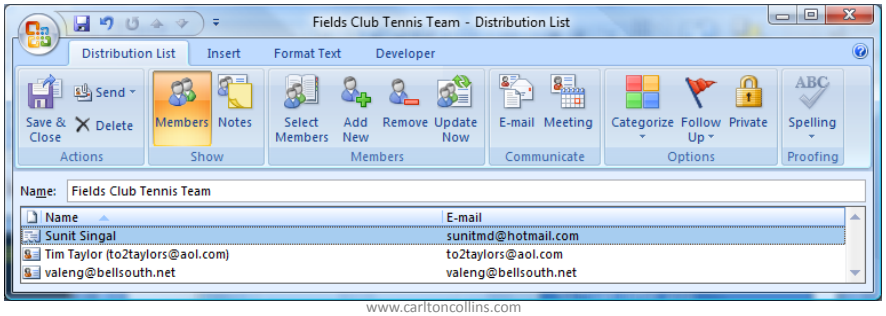


Use **E-Mail**
Distribution Lists
To Save Time



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Use a different Personal email address
Protect Your Business E-Mail Address

Free E-Mail Accounts:
HotMail – Microsoft
Outlook.com
GMail – Google
Yahoo Mail – Yahoo
AIM – AOL
Others

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Benefits of Remote Access:

- Fast connection because only screens travel
- Remote computer needs only a browser
- All files and data always available to you
- Work from home
- Check E-mail on primary computer
- Great for Remote training/troubleshooting
- Print here or there
- Provide access to satellite locations

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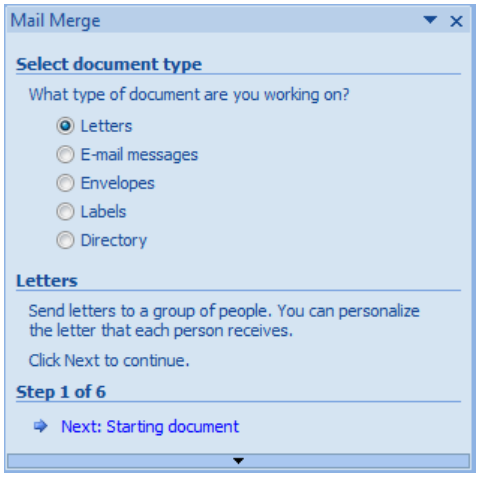
Wireless Connections

- Hotspots are everywhere – Macdonald's even.
- When you connect unsecured, anyone in range can intercept your non-encrypted activity.
- Banking and remotes access are encrypted – so no worries, emails are typically not encrypted, so worry.
- Even when connecting securely, the guy who runs the router can intercept your non encrypted communication and surfing.

Copy/Paste Tips

- Paste Link
- Paste as Picture
- Copy Options
- Display Last 24 Copies in Clipboard

E-Mail Merge – Six Steps



Electronic Survey Benefits

- **Survey Monkey**
- **InfoPath**
- **Zoomerang**
- **Zarca**
- **Many Others -**
  http://www.google.com/search?hl=en&safe=off&rlz=1T4SKPB_enUS317US317&num=100&q=electronic+survey&aq=f&oq=&aqi=g7g-s1g2

Internet Access Speeds

- Dial Up - (56 Kbit/s)
- 3 Port Modem (Multi-Link) - (168 Kbit/s)
- Satellite - (150 to 1,200 Kbit/s)
- DSL - (192 Kbit/s to 1.5 Mbit/s)
- T1 Line - (384 Kbit/s to 1.5 Mbit/s)
- Cable / Broadband - (10 to 15 Mbit/s)
- 4G - (12 to 30 Mbit/s)
- T3 Line - (44.7 Mbit/s)

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Computer Checks

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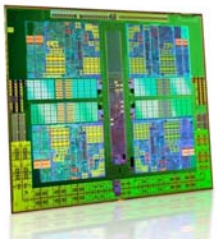
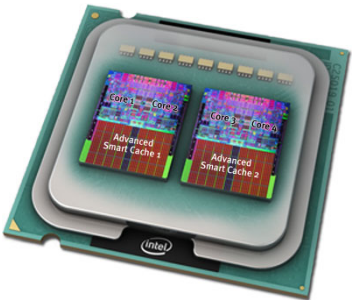


Multiple CPUs

1. **Increasing Clock Speed**
2. **Chips Melting**
3. **Dual Core Processors**
4. **Quad Core Processors**
5. **Cray Super Computer**



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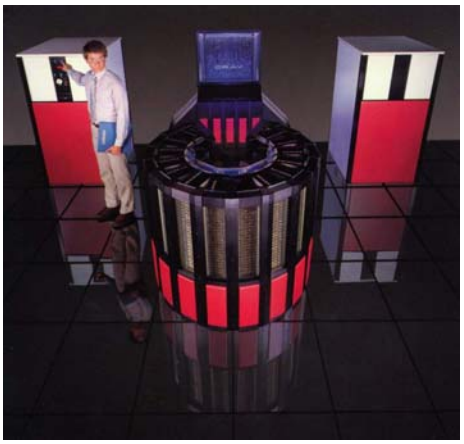

1. **Cray Super Computer**
2. **Same components**
3. **More Core Processor Chips**
4. **Chilling Towers**

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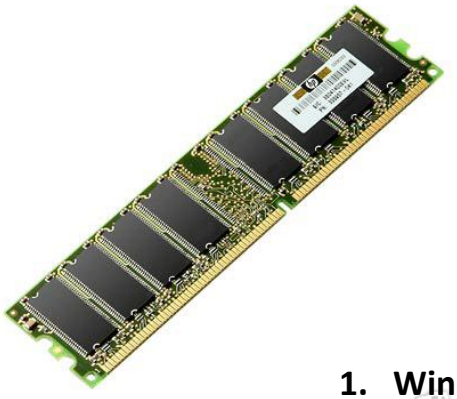

1. **Windows 8 At least 3 GBs**
2. **Windows 7 At least 3 GBs**
3. **Vista Needs At least 3 GBs**
4. **My Laptops have 4 GBs**
5. **My Desktop has 8 Gbs**

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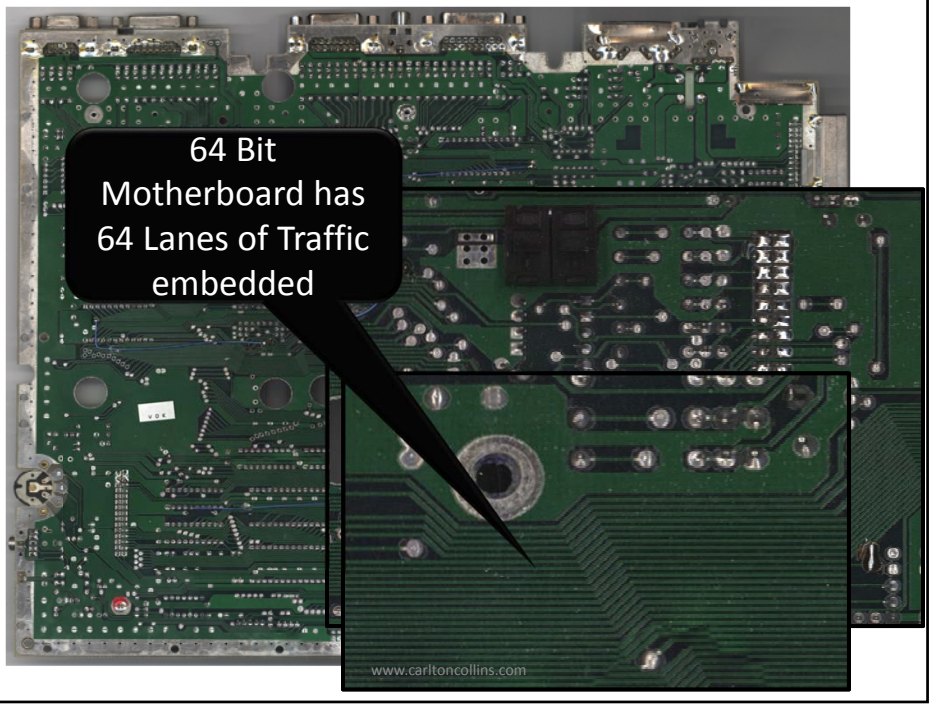

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64-Bit Points

- 32-Bit = Personal computer
- 64-Bit = Mini computer (IBM AS/400)
- 128-Bit = Mainframe computer
- Almost all computers since 1994 are 64-bit
- Most XP computers are 32-Bit operating system
- Windows XP, Vista & 7 come in 32 or 64 bits
- 64-Bit is exponentially 8 times faster than 32-Bit
- Applications must be tweaked to run on 64 bit

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7

DUALING TIPS:

Gadget

Power Squid ($20)

USB Extension Cable ($3)

1

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DUALING TIPS:

USB Gadget

Chuby ($79)

USB Cigarette Converter ($5)

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14

DUALING TIPS:

Useful Web Sites

XtraNormal

Prezi

1

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DUALING TIPS:

Useful Web Sites

Traffic Cameras

Arrest Records E-Mailed to You

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16

DUALING TIPS:

Google

Turn on Filtering & Show 100 Web Sites

Google Translate

1

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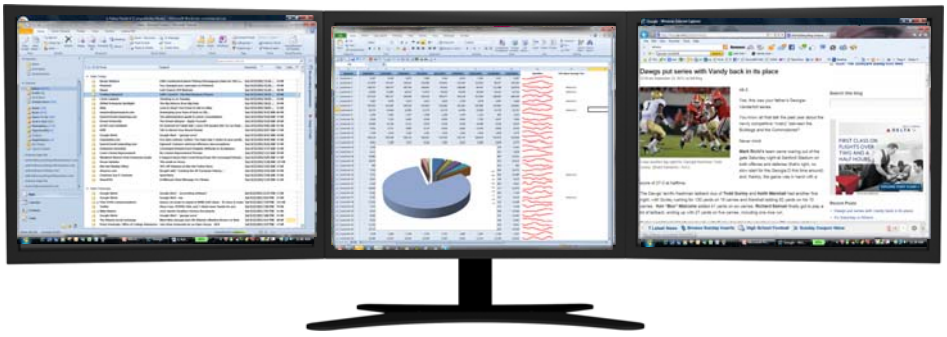

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DUALING TIPS:

Mouse Tip

Avoid Wireless Mice

Ctrl Key + Wheel to Zoom

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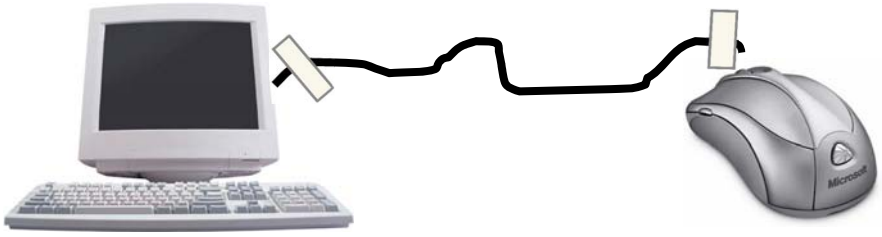
Wireless Mouse Problems

1. Heavy – Leads to Hand Cramps
2. Batteries Need Replacing
3. Easy to Lose Wireless Mouse
4. Solution – Get Some String and Tape



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DUALING TIPS:

Browser

Ctrl+Enter to avoid typing "WWW." and ".COM"

Shift+Hyperlink Click Opens New Browser

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DUALING TIPS: **Browser**

F11 Key to See Full Screen

Set up Links Bar on your Browser

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DUALING TIPS: **Virus Protection**

Free Anti-Virus Often Ignores Key Loggers

Comcast users Get Free Norton

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DUALING TIPS:

Windows Control Panel

Regional Language Settings

Snapshot and Restore

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Piece of paper costs $52 – Xerox Corporation

Electronic Version costs just 37 cents

DOCUMENT IMAGING

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DUALING TIPS:

QuickBooks

Merge Duplicated Vendors or Customers

Calculator Tape in all Financial Fields

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DUALING TIPS:

RFIDs

RFID Clip

Alien Technologies Show & Tell

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DUALING TIPS: Microsoft Word

Voice Recognition

Auto Summarize

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DUALING TIPS: Fun Web Sites

Police and Fire Scanners

Magic 8 Ball or Bubble Wrap

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Technology Priorities

a. E-Mail Security
    i. PGP (acquired by Symantec last year)
b. Laptop Security
    i. PGP (acquired by Symantec last year)
    ii. Microsoft EFS
    iii. Microsoft BitLocker
c. Paperless
d. Cloud Initiatives

Established Technologies still going strong:

a. Remote Access
    i. Increased usage for supporting clients
    ii. Accessibility via handheld devices
b. Skype
c. Multiple Monitors
d. Automated online backup, data saved in native format

QuickBooks

a. Moving to hosted QuickBooks Enterprise
b. Opportunities in QuickBooks Consulting
    i. QuickBooks ProAdvisor Program $399
    ii. Unlimited support, from within US
    iii. Now requires you to pass a test to be promoted
    iv. 16 hours of CPE credit
    v. Resell products from 20% to 100% off

Biggest Technology Mistakes Being Made by CPAs Today

a. Not enough user training on Office, accounting and other applications
b. Keeping computers too long, more than 3 years
c. Not deploying scanners
d. Not making proper backups
e. Not encrypting e-mail
f. Not deploying smartphones
g. Out of date software
h. Improper UPS and battery power protection for desktop computers

Thank You

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