

Create an awareness of current trends in technology.

Technology In Our Lives

Making The Digital TV Switch Easier

(NAPSA)—On June 12, 2009, the television most people grew up with will fade to black. As analog TV broadcasts switch to digital format, millions of older Americans may find themselves left in the dark.

Older people are more likely to receive their broadcasts free via an antenna or rabbit ears, and they are more likely to own analog television sets. Forty percent of the approximately 20 million analog-only households include individuals who are 50 and older—an audience that watches almost 5.5 hours of TV each day. And for many of them, television is their main connection to the outside world—their link to news and to vital weather and safety information.

Many people are still confused about what the switchover means for them. A good place to find information is the DTV Call Center, (877) 698-8068, where consumers can get help with their questions about the conversion. The Call Center is available Monday through Friday, from 8 a.m. to 10 p.m. EST.

After the transition occurs in their market, individuals with television sets that rely on an antenna or rabbit ears need to do one of three things to keep getting a signal:

1. Buy and install a \$40 to \$70 converter box or set;
2. Connect a cable or satellite;
3. Purchase with a built-in DTV tuner.

To help reduce the financial burden, the federal government has provided two \$40 coupons toward the purchase of a digital-to-analog converter box. There may be a few more available.

Debunking
Contrary to what many Americans do, you don't need to switch to cable to watch digital conversion. The transition sets you can buy a high-def converter box; to buy a high-def individual decoder; or to buy a high-def individual decoder.

People can help pay for the conversion. The Call Center is available Monday through Friday, from 8 a.m. to 10 p.m. EST.

After the transition occurs in their market, individuals with television sets that rely on an antenna or rabbit ears need to do one of three things to keep getting a signal:

DTV

Technology In Our Lives

Tips To Help Keep Electronic Gizmos From Becoming Obsolete

(NAPSA)—People searching for a more positive economic outlook need look no further than the consumer electronics industry, as smartphones, LCD TVs and video games and consoles continue to show relatively strong sales. The video game industry was particularly successful in 2008, seeing a 29 percent revenue increase over 2007.

The great news for consumers is that many of today's popular electronic gadgets will go on to last a very long time due to their multi-purpose designs. This new trend in consumer electronics design means that these new singular devices can easily replace several devices you may have lying around your home, and that your investment in these gadgets will go farther.

Multifunctional devices
Smartphones provide consumers with more than just a cell phone, giving them a portable video and MP3 player, Internet access and communication device outside of just phone calls.

Gaming consoles provide more value than just playing video games, as most consoles provide additional entertainment value. The PlayStation 3, for instance, provides a Blu-ray Disc player for high-definition movies, video-on-demand options, ability for MP3 playback and music streaming, digital photo sharing and more, making it the ultimate home entertainment system.

Digital cameras have added many new features, including Internet connectivity to allow snapshots to upload their photos to Web sites like Flickr, adding an instant social networking and communication aspect to photography.

GPS tracking devices are set to be released with improved Web access, meaning that users can



New electronic devices are designed with new features and should be updated periodically.

Read the manual and go online
If you received an electronic device as a gift, chances are you may not have done all the research into what it can do.

Familiarize yourself with the owner's manual, also check out the manufacturer's Web site for the latest information. PlayStation 3 owners can visit the PlayStation 3 owners' manual (playstation.com) or the official blog (blog.playstation.com) to see videos and demos of new features and the latest content.

Find out what additional features your new system has beyond the core functionality you bought it for, and figure out how you can best use them to maximize your entertainment value. For example, most people buy a PlayStation 3 to play games, but you can also use it to watch high-definition Blu-ray movies, listen to music files, display digital photos and browse the Internet.

Technology isn't static anymore, meaning that devices you purchase today will continue to evolve and get better the longer you hang on to them. Get famil-

iar with various consumer tech publications and news sites to stay abreast of any updates, and look for online communities of enthusiasts who are users of the same electronics as you for more information.

Stay tuned to the newest updates
Through Internet connectivity, manufacturers are able to keep electronic devices fresh and up-to-date with the latest advances in technology by offering periodic updates to consumers.

If your new device offers Internet-enabled features and has an Ethernet port or Wi-Fi (wireless Internet) capability, chances are that it's intended to be updated periodically.

Most updates are free to the consumer and, in the case of some devices like the PlayStation 3, are offered regularly and provide amazing added value for years.

As a consumer, you should make it a habit to stay abreast of new updates and those on the horizon. Think of it as regular maintenance that you'd do on a car or other machine, except that these device updates are free and provide amazing new features that weren't available previously.

Updating your electronics is important because it helps to future-proof them. The days of replacing old electronics with the next big thing are over because many new devices update themselves to stay ahead of the pack. In the case of some products like the PlayStation 3, consumers will find that their purchase actually appreciates in value over time as new features are added periodically as an additional cost.

To learn more, visit the Web site at www.playstation.com.

Top Three Technology Myths Busted

(NAPSA)—You can learn the truth about a few urban legends that have been circulating on and off the Internet for ages. Think back to the Y2K bug and all the hype around global computer failures that would occur at the stroke of midnight.

You have probably heard other stories about technology, whether they are fact, fiction or something in between. Recent survey findings debunk several popular technology myths.

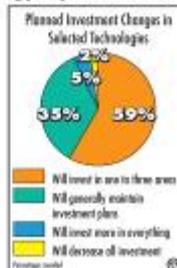
The survey, conducted by Harris Interactive on behalf of Microsoft, among 1,300 information technology professionals in small to large organizations in the U.S., U.K., Germany and Japan, revealed some surprising information about what impact the economy is having on the tech industry and the decisions that companies are really making.

1. MYTH: In the current economy, no one is investing in information technology.

REALITY: Not true. Even in a down economy, 86 percent of technology decision-makers are generally maintaining or increasing their planned investment in infrastructure technologies to support their business. "Security is a top priority for NuStar, requiring ongoing attention and investment," said Robert Anns, manager of infrastructure systems at NuStar Energy. "Using Microsoft identity and security solutions, NuStar has enhanced network security by defending computers more thoroughly, reduced U.S. \$206,500 annually in IT efficiencies, and reduced desktop downtime by 48 hours annually."

2. MYTH: Going "green" is all hype and just a buzzword.

REALITY: The survey found that 64 percent of IT professionals consider green factors when making disaster decisions, but this factor plays into the final decision for only 44 percent of those organizations. However, the survey also found that nearly all IT professionals will maintain or increase investments in technol-



Graph summarizes all four responses to the following question: "Given the economy, what are your plans for investing in each of the following technologies? (Will invest less, Will not change our plans, Will invest more)" 1. Virtualization; 2. Cloud computing; 3. Security; 4. Systems management software.

gies that help them go green, which suggests there may still be some confusion as to what it means to "go green."

3. MYTH: Small businesses face very different challenges than large organizations.

REALITY: Tech is tech, whether you're small, medium or large. Though the perception is significantly more likely in the large enterprise (44 percent), small organizations (32 percent) also tend to think their IT challenges are greater than those of companies smaller than theirs. In fact, when you look at top concerns, 60 percent of both small and large organizations agree that security is their No. 1 challenge.

This research may help you the next time you encounter the latest technology trend or buzz. To learn more, visit www.microsoft.com/infrastructure.

TECHWORTHY TRENDS

Tips To Help The Tech Obsessed Disconnect

(NAPSA)—Just how connected the Web are we? According to a survey conducted by Harris Interactive and sponsored by Intel Corporation, 65 percent of adults feel they "cannot live without Internet" access.

So it's probably no surprise that 71 percent of respondents said that it is important or very important to have Internet-enabled devices—such as laptops, e-readers and mobile Internet devices (MIDs)—that can provide all-time updates on important news.

But constantly staying connected can be a distraction for any people and, in some cases, can take its toll on family and social life. To help, Intel—the company whose processor technology is as the "brains" inside smaller and faster computers and devices—offers these tips to help the tech obsessed disconnect.

- 1) **Keep a log**—By keeping track of how often you are using your mobile gadgets, you can start to see if you are using them on an excessive basis. Are you logging on to your e-mail at night, when nothing is on the television and you are bored? Do you sit at a bar when waiting for your date to show up? Find other ways to deal with this downtime to be conscious of your activity.
- 2) **Set limits**—Set the expectation that you aren't available around the clock, even if your device keeps you connected. Also, only answer e-mails if you are sitting at a desk.
- 3) **Experiment with success**—Ease into a gadget detox by leaving your cell phone at



Seventy-one percent of survey respondents said it's important or very important to have an Internet-enabled device.

home one day a week, or "accidentally" leave your BlackBerry at the office over the weekend.

4) **Have an intervention**—Turn to friends and family to help get over this obsession. Give your laptop or BlackBerry to your roommate or significant other once you get home so you aren't able to check e-mail. Have a "no computing" policy during certain times of the day that applies to everyone in the house.

5) **Reward yourself**—As you ease up on your technology use, reward yourself at certain milestones. If you don't check e-mail from the hours of 8 pm to 10 pm for two weeks, treat yourself to something nice. If you resist picking up the BlackBerry before even brushing your teeth for a month, go out to dinner.

For more information about mobile computing and devices, visit <http://www.intel.com/consumer>.

Microsoft

Playstation

Intel

Offer tips on maintenance and repair of devices.

Computer Corner

Knowing When It's Time To Upgrade Your PC

(NAPSA)—If your computer is more than three years old, you may find that a trip on the information superhighway seems more like life in the slow lane.

Did you know that more than one-third of PCs in the world are estimated to be more than three years old and 60 percent are bulky old-school desktops?

Not only do older computers run slower than newer models, they're also more likely to freeze up or crash when you run multiple applications. And in today's busy world, who's got time to wait for their PC to catch up with the speed of life?

Experience More

Many new computers offer lightning-fast processing speed, up to 300 percent faster and with more performance, offering users the ability to experience everything the new Internet has to offer and multitask twice as fast. These computers put the world at your fingertips, and for most people with older-model computers, they have no idea what they've been missing.

Keep in mind that your older computer was not made for many of today's most popular sites. For example, YouTube didn't exist four years ago and Twitter was an unknown word. To take advantage of what these sites have to offer, you'll want a machine that can give you a faster experience with better performance.

You may even find that a mobile laptop fits your needs so that you can access information from anywhere.

Thanks to today's wireless capabilities, you can log on almost anywhere to stay connected with Facebook and e-mail, upload and watch videos on YouTube or catch your favorite television show online.



If your PC runs slowly and crashes a lot, it may be time for an upgrade.

This is essential because so much of entertainment is online these days, including Internet TV, high-definition movies and more.

A new, more functional computer will allow you to experience this seamlessly, without interruptions.

Live Smartly

Cutting-edge processor technology from companies such as Intel allow you to compute smartly and efficiently.

You can enjoy more functionality in one device—whether it be watching movies online, connecting with friends via e-mail or Skype, or simply getting work done. These energy-efficient processors also use less power, so you are saving the planet and saving money with lower electricity bills.

Saving Money, Time

Money may be tight these days, but you don't have to spend a fortune to get a current device that will answer your technology needs. Trading in your old, bulky desktop PC for a newer model can enhance your multitasking skills beyond what seemed possible just three years ago.

To learn more, visit the Web site at www.intel.com/consumer.

Intel

Six Simple Ways To Keep Your PC Running Smoothly



Routine maintenance (both software and hardware) can help extend the life of your PC.

(NAPSA)—These days, Americans are spending an increasing amount of time online—and on their computers in general—searching for deals on last-minute weekend getaways, keeping in touch with friends and even working from home. Now is the time to safeguard against any technical issues and have your computer tuned up to avoid potential problems.

A computer is a significant investment, which is why it's important to keep it running smoothly. Much like a car going in for routine tune-ups, your computer needs ongoing maintenance as well. Following a few simple steps can save a great deal of money in the long run.

Staples' EasyTech service, the second-largest national technology service, has a few simple tips on keeping your PC running smoothly:

Have an Internet Security/Anti-Virus Solution: You can't protect your computer from viruses simply by avoiding e-mail attachments and exchanging files. Avoid unknowingly getting viruses from an infected Web site by making sure your security and anti-virus software is up to date.

Tidy Up and Tune Up: For a quick fix, Windows Disk Cleanup is a handy utility that will safely remove any temporary files from your hard drive, helping you increase your hard disk space and

improve your computer's performance. For a more thorough computer screening, take advantage of Staples' EasyTech services.

Give Your Computer Room to Breathe: Heat is a computer's worst enemy. Be sure to use a compressed air canister to clean out any dust or dirt that has accumulated inside your computer. Store your PC in a well-ventilated place to prolong its life span and reduce the risk of hardware failures.

Defragment Your Hard Drive: Using the Windows Disk Defragmenter utility on a regular basis keeps files on your hard drive organized and accessible to help improve performance and speed.

Don't Ignore Windows Updates: Make sure that you periodically visit Windows Update to download security patches and drivers. Most Microsoft-released security updates for Windows will automatically be downloaded and installed on the second Tuesday of every month.

Always Have a Backup Plan: Keep digital files, music and photos safe and always on hand with an external hard drive. This can save you time, money and frustration should your computer's internal drive develop an issue.

For more information on EasyTech services, drop by any Staples location or visit www.staples.com/techservices.

Staples

MONEY-SAVING IDEAS

Keep Home Technology Running Smoothly

(NAPSA)—You can save more than dollars and cents when you reduce your risk of computer mishaps.

A recent Kelton Research study shows the average American wastes 12 hours a month—the equivalent of one weekend day—due to problems with home computers. In fact, the study found 65 percent of consumers are spending more time with a computer than with their significant other.

Here are a few steps you can take to make sure your family is covered to head off a computer meltdown:

- Use the power-save features on your computer to save on your energy bill and reduce your carbon footprint.
- Keep your virus and spyware software up to date.
- Regular computer tune-ups and software updates will help you get the most life out of your older technology, putting off a pricey new computer and keeping older computers out of the landfill.
- Avoid unforeseen tech support expenses and consider a subscription tech support plan to cover all your family's computers and peripherals for one low monthly or yearly price.

You can get all your family's computer needs met for one price with a tailored subscription plan that has expert solutions engineers quickly diagnose and repair problems remotely.

Most computer problems can be fixed quickly over a broadband connection by visiting www.support.com or calling 1-800-PC Support. There, you'll find North



You can get all your family's computer needs met for one price with a tailored subscription plan that has expert solutions engineers quickly diagnose and repair problems remotely.

America-based engineers specially trained to solve problems for people who aren't computer experts.

After establishing a secure connection to your computer, the support.com engineer can operate your keyboard and mouse to resolve your problem while you watch. You control the engineer's access during the process and can see everything he or she is doing. You don't have to lift a finger or play 20 questions with a technical support representative.

Learn More

You can learn more online at support.com.

Support.com

Inform consumers how to save money.

MONEY-SAVING IDEAS



Technologies That Can Help Reduce Household Expenses

(NAPSA)—According to a recent survey, eight in 10 adults have taken specific steps to reduce expenditures during these difficult economic times.

In the Fast of Technology
In our fast-paced society, technology has become essential to how we live, work and play. And with a little planning, you can still enjoy your favorite gadgets and technology while cutting down on your family's monthly expenses.

1. Bundle your services.
Tired of three monthly bills for Internet, phone and cable service? By bundling services, you could save \$20 or more per month. Check with your current service provider and others to find the best deal.

2. Cut the cord. Use your cell phone for all your calls and cancel your traditional phone service. The typical local phone bill is between \$30 and \$50 each month. That could be \$360 to \$600 back in your pocket annually if you make the jump.

Unfortunately, more than 70 percent of consumers experience indoor cell phone signal service problems. So making an investment in a signal booster such as the industry-leading xBoost (www.xi-cx.com) can help make cutting the cord a smooth transition.

3. Go fluorescent. Did you know that fluorescent lightbulbs use 75 percent less energy than standard lightbulbs and can last about 10 times as long? An ENERGY STAR-qualified compact fluorescent lightbulb (CFL) will save about \$30 over its lifetime and pay for itself in about six months.



There are many ways to cut costs while taking advantage of technology, including switching to cell phones exclusively.

4. Check your appliances' energy IQ. While new energy-efficient appliances are an initial investment, when you compare the power usage of your old washer and dryer to newer models, it's easy to see the long-term savings and how they far outweigh the short-term expense.

The average home spends about \$2,000 on energy bills every year, and by changing to appliances that have earned the ENERGY STAR seal, you can save \$75 a year in energy costs while helping to save the environment.

5. Get unplugged. TVs, computers, cable/satellite receivers and other electronics still use power even when they're turned off. Unplug them and save. U.S. households spend \$100 per year on power devices while they are in this "standby" power mode.

The worst offenders among "off" powered energy users are televisions, game consoles (Wii, PS3, Xbox 360, etc.), DSL or cable modems, computers (laptop or desktop), printers, microwave ovens, sound systems, cable and satellite receivers, DVD players, VCRs and routers.

Travel Ideas

Tips On Staying Connected While On The Move

(NAPSA)—Whether traveling for business or pleasure, increasingly, people are finding ways to keep in touch.

To help, here are some tips on how to get the most out of some of the more popular ways travelers are staying connected.

• **Phone cards:** Some travelers use phone cards—particularly when traveling overseas—as a way to stay connected and control costs. Experts say it's important to confirm rates before you call and remember that some rates may fluctuate. Also, calls made to international cell phones are generally billed at a higher rate. Also, be sure that the rate you receive remains constant throughout the entire day.

The downside can be that some cards will charge you for attempting a call that does not connect.

• **Internet cafe:** While these cafes can be convenient and offer a welcome change of scene when working in your hotel room, Internet cafes can present certain challenges.

Most cafes rely on people coming in and out, not staying for extended periods of time. If your work involves spending an extended time online or downloading large files, then an Internet cafe may not be your best option.

• **If you're staying at a hotel,** you could save quite a bit of money by using a dial-up Internet account to check your e-mail. Hotels often charge for broadband access, but in most cases, guests who connect to the Internet through a dial-up provider pay only for the cost of the call.



Using a dial-up Internet service could be less expensive than purchasing broadband access at a hotel.

So before you leave on your trip, sign up for a free account at NetZero. You'll receive 10 free hours of access per month, which should be more than enough to check your e-mail during your trip. With thousands of local NetZero access numbers nationwide, chances are you'll be able to get online through a local call from your hotel room.

• **Airport Wi-Fi:** Sometimes, free Wi-Fi can turn out to be rather expensive. That's because criminals can create "dummy" networks or Web sites that will direct your information to their own computer. If you always use the access keys provided by the airline, hotel or airport, you'll be protected.

Also, never enter sensitive information, such as bank account information or Social Security numbers, when browsing the Web via a Wi-Fi network.

To learn more about staying connected, visit www.netzero.com.

NetZero

Technology In Our Lives

All About The Bundles: Tying Services Together

(NAPSA)—In today's digital age, people are increasingly looking to have their own "bundles" of joy. But consumers don't have to wait nine months for these new arrivals; instead, they can usually be delivered with just a click of a computer mouse or a phone call.

That's because families can now save money while still getting top-of-the-line broadband and TV services—by bundling services together with one company in order to maximize their investment. Combining services often leads to a sizable discount, compared to the à la carte price that people pay when they get their services from multiple providers.

One company that offers bundles of communication services is Verizon; from the most popular bundles of home telephone, Internet access and TV to bundles with just Internet access and TV service. The communications provider even offers bundles with voice service from Verizon Wireless.

Whether for social or professional use, the company's broadband service provides fast, affordable and invaluable resources that enhance a customer's online experience. And according to PC Magazine's 2008 reader survey, Verizon High Speed Internet beat the average cable provider's score in reliability and the likelihood of a customer choosing an Internet service provider, as well as the associated costs and fees for the service.

Verizon High Speed Internet, using digital subscriber line (DSL) technology, is a widely available dedicated data service. This means consumers get a dedicated connection to the company's central office and don't share their



Bundling telecommunications services together can be an effective way to save money.

Internet connection with others; cable modem users do, with the result being slower connection speeds.

With downstream Internet connection speeds ranging from up to 1 megabits per second all the way up to 7.1 megabits per second, Verizon High Speed Internet is an excellent choice for streaming videos, sending and receiving large data files and downloading purchased songs. Another benefit of bundling: the simplicity of getting a single bill for all your in-home communication services.

Although price is a very important factor for consumers to consider when bundling, buyers should do some research in order to find a company with reliable services. Plus, consumers should closely review household expenses and need before opting to discontinue broadband or TV service in their home.

For additional information on how you can save a bundle with a bundle of communication services or to learn about Verizon's products and services, visit www.verizon.com or call 1-800-VERIZON (1-800-837-4966).

Verizon

MONEY MANAGEMENT



Survey: Consumers Fed Up With Wireless Charges

(NAPSA)—When it comes to wireless phone service, a growing number of consumers are finding that they can dial up both better service and savings on their monthly bill.

Consumer satisfaction
According to the latest American Customer Satisfaction Index (ACSI), many consumers feel they are being wronged by their wireless service providers. According to ACSI's most recent quarterly survey results, wireless telephone service ranks at the bottom alongside the airlines in terms of customer satisfaction.

Common complaints from cell phone customers include paying for coverage charges, activation fees, telecommunications taxes and extra costs for services like text messaging, voice mail and roaming found today on the typical wireless bill.

But at least one wireless service provider has taken notice of the rampant customer frustration and is changing how it does business. "When wireless providers add in extra fees and service charges, consumers tend to grumble and accept it. They want a change and our aim is to be the intelligent alternative for value-seeking consumers," says Matt Carter, president of Boost Mobile, a leading provider of prepaid wireless service.

The company is challenging the long-standing practice of charging a myriad of extra fees by launching a new prepaid plan offering unlimited anytime calling, text messaging, wireless Web and walkie-talkie services for a flat rate of \$60 a month.

"UnWronged"
Boost Mobile is so confident in



Wireless customers are getting increasingly frustrated with all the taxes and surcharges on their bills.

its approach that it has launched a nationwide TV advertising campaign that takes aim at wireless industry practices that have led to widespread customer dissatisfaction. Titled "UnWronged," the campaign showcases how the company's new "Monthly Unlimited" plan offers straightforward pricing and predictable payments with no additional telecom taxes, roaming, traveling or long-distance fees. The underlying message is that consumers should not be subject to hidden fees, shoddy networks, credit checks, contracts or flimsy handsets.

Boost Mobile offers affordable alternatives to long-term wireless contracts, providing flexible payment options and value for cost-conscious consumers who are looking to spend their hard-earned money wisely. With service plans enabling customers to pay for their wireless service by the minute, day or month, customers can choose a plan that fits their needs. To find out more, visit www.boostmobile.com.

Boost Mobile

Energy Star

Provide information on communication safety.

MOVING IDEAS

Staying Connected Throughout A Residential Move And During Violent Weather

(NAPSA)—An estimated 20 million U.S. households are expected to relocate this year. And no matter if the moving you is heading across town or across the country, it's important to make sure that your life doesn't get put on hold between packing and unpacking.

Fortunately, there's a cost-free, interactive resource that delivers real-time assistance to consumers, while easing the entire moving process: www.movevsn.com. By simply entering a home address at Movevsn, consumers can find statistics and information on any area across the country, and get help with everything from identifying the right moving company to conveniently setting up home-related services such as phone, high-speed Internet, TV, electricity, natural gas and more. Visitors to the site will also find ways to save costs by obtaining multiple services from one company in the form of a bundled package usually reviewed on one monthly bill.

Movevsn was established by a consortium of leading communications companies, including Verizon. The site is one of the most convenient and efficient places online—the total serving resources when users can even change their address without a trip to the post office.

Stormy Weather
Before, during or after a move, bad weather can sometimes lead to a communication breakdown as commercial power fails. According to a recent survey, the reliability of landline voice service—even during a power outage—is a main reason that a majority of consumers (80 percent) plan to retain their landlines, even though nearly three-quarters of survey respondents (74 percent) also have cell phones. Traditional landline phone service operates with a small amount of electrical current and is not the same as phone service provided by satellite companies, which typically will be knocked out of service during a occasional power outage.

Be Prepared
During inclement weather, electric power—or the potential

HOLD THE PHONE

Top reasons landline owners maintain a home phone.



Before, during and after relocating, it's important to stay connected—and make sure essential services don't get interrupted.

lack of it—becomes a key issue. Verizon suggests the following:

- If you have a cordless phone, get an inexpensive corded phone that plugs directly into the wall. If the power goes out, cordless phones won't work, but corded ones will. In addition, answering machines won't work, but Verizon voice mail services—which is powered by the network—will still be operational and can serve as a convenient family message board.

- Make contact lists and create communication plans for loved ones before the storm comes. If you are evacuated or are otherwise unreachable, make plans to communicate via wireless calling, text messaging, the Internet or other alternatives available at relocate sites.

- Charge up all battery-powered devices you might use, including wireless phones, personal digital assistants, laptop computers, flashlights and radios. And check your supply of batteries.

To learn more about the benefits of various home services, visit www.verizon.com. Existing Verizon customers making a move should call 866-VZ-MOVES (866-866-6657).

newsworthy trends

Finding Someone Online

(NAPSA)—For many people, the Internet is an important part of modern communication—a convenient means of staying in touch with friends and family. It can also be a useful tool for reconnecting with people, or finding more information on someone who has piqued your curiosity.

Three Easy Ways

There are three simple ways to find someone online:

1. Online search. A basic people or background search helps



Certain Web sites make it easy to search the internet, find old friends and reconnect.

people rekindle friendships or maintain a family connection. Web sites such as PeopleFinders.com provide a comprehensive search in just seconds—all you need is a name to get started.

2. Social media search. A way to search for social media profiles on Facebook, MySpace, etc., for info on a co-worker, friend or neighbor. Due to the vast number of social media sites, PeopleFinders.com makes the search simple by combining profiles from several sites into one report.

3. Criminal records search. The Internet makes it easy to keep your family safe by thorough searches on local sex offenders and people with other criminal backgrounds. Web sites such as CriminalSearches.com list whatever criminal information is available online so you can make educated decisions about the people you let into your life.

Protecting Your Privacy

Web Site Security

(NAPSA)—Four simple steps can take you a long way toward protecting the information on your computer.

It's important because, according to research from Secure Enterprise 2.0 Forum, there has been a significant increase in the number of Web attacks lately. The report indicates that social networks, wikis and community blogging services and sites are the most popular social media targets for hackers. As social media sites become increasingly popular, hackers work harder and smarter to exploit their vulnerabilities.

Attackers focus on gaining unrestricted access to data on the computer to use for financial or identity theft. Cyber criminals are also known to implant malicious code by exploiting well-known security weaknesses in software.

To protect themselves, Web site users should consider the following when online:

1. Assess the "value" (to you) of the information stored online:

- Ask yourself whether the information on any of your Web sites could be used for malicious purposes.

- As a general rule, it's never a good idea to put any information online you wouldn't want the entire world—including your worst enemy—to see.

2. Isolate accounts:

- Avoid cross-linking your account details. Don't publicly list your e-mail address or link your MySpace page to your Facebook page. This will minimize the chances an attacker can compromise several of your accounts by infecting one.

- Use different passwords. Too often, hackers use information from one account to compromise another.



Protect yourself from hackers: Regularly check that all programs on your computer are up to date and secure.

3. Secure your online logins:

- Use secure, unique pass-phrases for logons and such Web site you log on to. All of them should be as long as possible and contain UPPER CASE, lower case, symbols and numbers (although the numbers 0, 1, 3, 5 are less secure as people use them as numb3r z3-pl0c3m3nts a11 t00 0f33n).

4. Secure your computer against malware and exploits:

- Use a reputable security solution that includes browser protection such as Check Point's ZoneAlarm Extreme Security (make sure that "Enable Virtualization" is turned on) or ZoneAlarm ForceField, which works well alongside other security solutions.

- Ensure you have the latest Microsoft Updates and your Automatic Updates are turned on in Windows.

- Before installing unknown software, look for reviews about it at reputable sites such as CNET or PC World.

Following these tips can help you keep your account from being compromised or used to infect others.

newsworthy trends

The Do's And Don'ts Of Texting

(NAPSA)—According to a study by Nielsen Mobile, people with cell phones are texting more than they are making phone calls. As texting continues to grow in popularity, so do the number of text etiquette offenses. Etiquette expert Anna Post, great-great-granddaughter of Emily Post, offers the following advice on proper "textiquette."

The Do's

- Put your phone on vibrate or silent mode when you are texting back and forth with someone. Everyone doesn't need to hear your favorite ringtones every time you get a text.

- Check the recipient's number one last time BEFORE you hit "send." A slip of the finger could easily send your boss an intimate text that was intended for your significant other.

- Take precautions to protect private or personal text messages since you never know who might be snooping. While 79 percent of Americans lower their voice when they talk on their cell phone in public, just two in five people shield their cell phone or PDA when reading or sending e-mails or texts in public places. Consider using a 3M Mobile Privacy Film that protects your screen and darkens side views so no one can see what you are texting.

The Don'ts

- Beware of texting when out with friends. It is disrespectful and gives the impression that you aren't paying attention to the conversation. If you're expecting an important text, let the people you're with know in advance, just as you would for a pressing call.

- Don't use texting to avoid talking to someone on the phone



Put your phone on vibrate or silent mode when you are texting back and forth with someone. Everyone doesn't need to hear your favorite ringtone every time you get a text.

or seeing someone in person. This is especially important if the communication starts to get negative since nuances are often lost in translation.

- Don't get into the habit of marathon text conversations. If you need to use more than 100 characters or go back and forth more than two or three times, just send an e-mail or pick up the phone—your cell phone bill and the person you're talking with will thank you for it.

- Avoid using text-message speak, abbreviations or emoticons since not everyone may know what they mean. Especially when texting work colleagues, use correct capitalization (ALL CAPS equals yelling), punctuation, salutations and closings, and proofread for both spelling and grammar.

For more information about protecting your privacy when online or on the phone, visit www.3Mprivacyfilter.com.

Verizon

People Finders

Secure Enterprise

3M

Lifestyle trends affect consumer choices.

Phones That Bridge The Gap Between Work And Play

(NAPSA)—There's good news for those who have had to sacrifice functionality or fun with their mobile phone in the past. Now, a new generation of smartphones offers the best of both worlds in a single phone—Windows phone. This new brand of Windows phones, which runs familiar Windows software from Microsoft, brings it all together. Plus, with a wide variety of styles and prices, people have the option to choose which Windows phone works for them—whatever their personality or budget.

A Single Phone for Work and Play

Windows phones offer mobile versions of Windows Live, Microsoft Office, Windows Internet Explorer, Windows Media Player and more. This means people can access their work and personal e-mail accounts, surf the Web, download apps and games, IM their friends, read a Word document, watch online videos or restore an Excel spreadsheet on the go, all from their Windows phone. So whether they're at the office, on vacation or at home on the couch, their Windows stuff goes where they go for work or play.

Wide Choice of Styles and Features

The new phones are available with a wide variety of styles and features, including full keyboards, touch screens or both, so people can choose what works best for them. Windows phones offer more choices of mobile operators and phone styles than any other mobile platform on the market from some of today's most popular manufacturers, such as HTC, Samsung and Toshiba.

The HTC Pure Windows phone, for example, features a touch screen and five-megapixel camera, and works great for one-hand use. The Samsung Intrepid features a slim design with a full keyboard, plus a touch screen for added flexibility. Combined with a three-megapixel camera and Bluetooth technology, this Windows phone works for business and fun.

Services to Safeguard and Customize

Windows phones also offer two

new services. My Phone is a free service that helps people back up and manage photos, applications and other content from their phone or computer, as well as restore information in the event of a lost phone. It also includes features that let the owner track a lost phone using GPS technology from the Web and turn on the ringer—even if the phone is turned off.

There's a new generation of phones that makes it easy to have just one phone for work and play—with a wide variety of phones to choose from and an online library of apps and services.

Windows Marketplace for Mobile is an online library of some of today's most popular mobile apps and games that customers can browse, buy and download on their Windows phone or computer to make their phone their own. Plus, with Windows phone's return policy, a customer can return any app for any reason up to 24 hours after purchase.

Apps aren't the only way Windows phone users can customize their phones. The Windows phone Theme Generator lets people create personalized themes for their Windows phone. Plus, the newest Windows phone feature five designer themes, created just for Windows phone users, from designers like Vera Wang, Elise Van Furstenberg and Rick & Rudolph, so people can choose the theme that fits their style.

Said Microsoft spokesperson and busy mom Liz Sloan, "Between work, family and friends, my life is busier than it has ever been. My Windows phone has become my lifeline to keep me connected to it all: my travel schedule, family and friends, work e-mail and social networks like Twitter. This phone is basically my computer in my pocket, letting me take my favorite stuff on the go—whether I'm at the playground with my kids, traveling for work or just relaxing at home."

To learn more, visit the Web site at www.windowsphone.com.

Technology Watch

Just Text Me You Love Me

More Americans Using Their Mobile Phones For Matters Of The Heart

(NAPSA)—So much for whispering sweet nothings. It seems that texting and social networking sites may be the new way to show you care—and that you don't.

A recent survey of 500 Americans aged 18 and above found that nearly two-thirds (64 percent) of us have made a date via text messaging. But it's not only for good news that we're using technology. When a relationship goes south, we turn to technology to break the news: Roughly one in every 10 (11 percent) of us have used text messaging to end a romantic relationship and 7 percent have ended a relationship via a social networking site on their mobile device.

And when it comes to getting your true love's undivided attention, even die-hard roman-techs may find themselves turning off their date's mobile device. Thirty-two percent of respondents said they have answered a text message during a romantic dinner and more than one in 10 (11 percent) have interrupted a romantic engagement or dinner to respond to a social networking message.

Texting Takes Over

People seem to love to stay in touch while on the move whether they're in a relationship or not. In fact, the survey, commissioned by Nokia, found that more than two-thirds of us (69 percent) send text messages at least once a day and about one-quarter access a social networking site from their phone daily.



Get The Message—A survey found that many mobile phone users would rather text than talk.

And, perhaps more surprising, more than half of respondents would choose texting or e-mailing if they had to use only one communication method for two weeks. Making voice calls as the only means of communicating for two weeks trailed in second place.

Getting Down To Business

According to the survey, messaging and social networking are even used to stay ahead in a tough economy. Eleven percent said they have secured a business deal via text and 6 percent have successfully used a social networking site such as Facebook to find new business.

And when bad business news does strike, people tend to reach for their mobile phone and text their news. Nearly one in three, or 29 percent, say it is acceptable to tell friends or family they just got

laid off via text message. About 12 percent have actually done it.

Smarter Messaging

As people become more tied to being in touch at all times, mobile phones are evolving to make it easier to text, e-mail and message via social networking sites.

For instance, the Nokia E71x from AT&T was designed for messaging. It's the thinnest QWERTY smartphone on the market and has high-speed 3G service and Wi-Fi so you can stay connected wherever you are. In addition to great texting features, the Nokia E71x also includes a built-in music player, a 3.2-megapixel autofocus camera, and AT&T Navigator to help you find your way—maybe to a date you just made via text message.

Whatever phone you use, remember to follow some simple messaging rules:

- **Stay Safe**—Never text, e-mail or surf your favorite social networking site while driving. If you absolutely must send a message, safely pull off the road first.
- **Consider Your Surroundings**—Be smart—and polite—about when and where you message. Don't neglect those you're with to communicate with others.
- **When in Doubt, Spell it Out**—Remember that not everyone you text or e-mail will understand the shorthand you might use from your mobile device.

For more information, visit www.nokiausa.com.

AT&T

Microsoft Windows

Gift giving ideas inspire shoppers.

The Right Call

(NAPSA)—When you're thinking of giving the gift of a phone, it's wise to reflect on the individual's lifestyle and select a phone that matches. Consider these personality types and telephones:

The World Traveler: Verizon Escapade is a versatile phone that provides calling capability from 220 destinations worldwide. It's terrific for the businessperson or leisure traveler.



You can tell a lot about people by the phones they carry. T-Mobile Tap pictured above.

The Savvy Student or Aspiring Professional: T-Mobile Tap offers 3G speed for accessing the Internet, texting, instant messaging and personal e-mail.

The Music Lover: Verizon RazrL boasts expandable storage, full keypad and cool swivel design to maximize music enjoyment.

The Texting Teen or Social Networker: T-Mobile Sidekick provides texting with instant access to Twitter, Facebook and MySpace. With a large flip screen and full keypad, it has lots of features to stay in touch.

When you give a phone that fits the person's lifestyle, explains Philip Christopher, president of Personal Communications Devices (PCD), it's likely to be a hit. For more information, visit www.pcdphones.com.

T-Mobile

Gift Ideas

Giving More And Spending Less

(NAPSA)—You don't have to break the bank to give a gift to the whole family. The key is to find one item that appeals to both parents and kids alike. That way, one purchase can cover the whole group.

For instance, giving a fun board game or video game can be a great way to encourage family time. You might also give a trip to the museum or a gift certificate to an area restaurant. Movies make wonderful gifts as well, and you can find a number of family favorites for less than you might expect as part of a "DVD Combo Pack."

The packages offer films on three formats: Blu-ray Disc, digital copy for play on portable devices such as iPods, and a single-disc DVD for use on standard DVD players. Here's a look at three top movie choices, just in time for the holidays:

Living History

In "Night at the Museum: Battle of the Smithsonian," guard Larry Daley finds himself lured into his biggest, most imagination-boggling adventure yet. In this second installment of the "Night at the Museum" saga, Larry must save his formerly inanimate friends from what could be their last stand amid the wonders of the Smithsonian.



The right gifts let you spend less but make the whole family happy.

A Trip Through Time

The subzero heroes from the family-favorite "Ice Age" are back in "Ice Age: Dawn of the Dinosaurs." This time, Sid the sloth gets into trouble when he creates his own makeshift family by hijacking some dinosaur eggs. Soon after, the gang must embark on a mysterious underground adventure to save their hapless friend.

They Came From Upstairs...

In the adventure comedy "Aliens in the Attic," the Pearson family kids spend their summer vacation battling a group of tiny—but feisty—green aliens. The youngsters must band together to defeat the invaders and save the world—but the toughest part might be keeping the whole thing a secret from their parents.

For more information, visit www.foxstore.com.

Fox

Holiday Hints

Get Digital With Your Holiday Gifts And Greetings

(NAPSA)—Sharing snapshots with friends and family is a traditional, heartfelt way to add a personal touch to greetings, gifts and correspondence. These days, most consumers rely on digital cameras and photo-sharing Web sites to capture and share their memories. During the holidays, many folks



During the holidays, many folks are finding original ways to spread cheer with online photographs.

are looking for original ways to spread cheer beyond simply e-mailing images or inserting prints into an envelope. Here are some creative tips for sharing your family's digital photos this season.

1. With many options available to create photo greeting cards, you don't need to trek to the mall and order expensive cards. CVSPhoto.com has recently introduced new collections of affordable photo stationary cards, folded cards and note cards that you can personalize in minutes. Upload your favorite photos and express your sentiments by building your own custom creation.

2. Get a jump on the New Year and arrange family photos into photo calendars for 2010. Family and friends will enjoy seeing your favorite snapshots 365 days a year.

3. Create a photo recipe book. Use snapshots and digital scans of handwritten recipe cards to populate the pages of a photo book for a completely unique gift. CVSPhoto.com offers a wide selection of books that can be created quickly and easily, and your loved ones will use it year-round.

To learn more about ways to share photos and create unique holiday gifts, visit www.CVSPhoto.com.

CVS

News of popular games and sports motivates consumers.

NEWSWORTHY TRENDS

Newsworthy Trends

Movies theaters reign as America's favorite entertainment destination

Entertainment News And Notes

Plot Thickens For TV Fans And Gamers

(NAPSA)—While gamers aren't quite ready to trade in their TV remotes for console controllers, video games have influenced the way many people watch their favorite shows.

According to Nielsen's recently released "The State of the Video Gamer" report, a number of today's most active gamers now play through TV's prime time, and DVR shows for later viewing. But that doesn't necessarily mean they're tuning out TV during the coveted time slot. Instead, many have incorporated their favorite shows into their game-play.

In fact, a number of new games let players assume the role of TV cops, investigators and other heroes as they control their favorite characters, work through plotlines and more.

For instance, in "CSI: Crime Scene Investigation: Deadly Intent," players help solve Las Vegas' most gruesome crimes with the new characters and cast from the latest season of "CSI: Crime Scene Investigation." Designed for the Wii, Xbox 360 and PC, the video game features five shocking cases written by the show's actual writers and uses the voices of the show's actors.



Many of today's top TV shows have inspired new types of video games.

Similarly, "CSI: Deadly Intent—The Hidden Cases" for the Nintendo DS system lets players solve additional bizarre cases through an enhanced questioning system and with unique touch game-play (think dusting for fingerprints, performing dissections and more).

Designers say the idea is to make players feel like real television characters by re-creating heart-pounding interrogations and stylish visuals, while also providing a story structure that unveils the shocking truth only when all the cases are linked together. For many players, it's been an idea worth tuning in to.

For more information, visit www.deadlyintentgame.com.

Nintendo DS



Brian Cashman, New York Yankees General Manager, Matthew Koehn, CEO Screenvision and Joe Girardi, New York Yankees Manager, attend the premiere of the Official 2009 World Series Film at the Ziegfeld Theatre in New York City.

you makes it feel like you are actually there, capturing the thrilling essence of the live event.

And start your engines, NASCAR fans! Starting in early 2010, Screenvision will present original NASCAR content including racing highlights, top moments, driver profiles, behind-the-scenes vignettes and fan tributes to over 15,000 screens nationwide.

Advances in digital cinema have made these types of alternative programs easy to present and enable the content to be broadcast in the highest definition and crisp sound that only a theater experience can provide.

Screenvision will continue to expand its offerings through 2010 and beyond. By acquiring the rights to such diverse program-

ming, Screenvision has transformed the movie theater into a gathering place to enjoy more than just movies.

Screenvision's programs are available at various times and locations throughout the Screenvision cinema advertising network of over 15,000 screens in over 2,400 theaters across all 50 states. Participating theaters include Carmike Cinemas, National Amusements, Bayre Motion Pictures, Harkins Theatres, Mann Theatres, Clearview Cinemas and Pacific Theatres and many more. You can check out your local theater schedule—for more than just movies.

For more information on Screenvision, please visit www.screenvision.com.

Screenvision

Holiday Game Guide

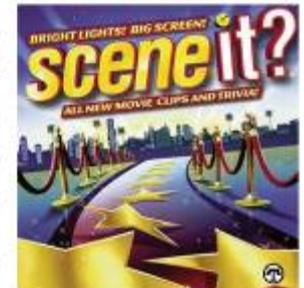
New Game For Film Fans And Trivia Buffs

(NAPSA)—Looking to add some excitement to family movie night or a game night with friends? Or maybe you need a great holiday gift idea for the film buff in your life. If so, there's a new videogame coming out this holiday season that combines both movies and trivia called "Scene It? Bright Lights! Big Screen!"

The latest offering in the popular "Scene It?" trivia game series, the game features all-new film clips and trivia content, covering recently released 2009 movies as well as fan-favorite Hollywood hits from the last four decades. The game marks the first time a "Scene It?" title is available for Wii and PlayStation 3 computer entertainment systems and marks a return for the brand to the Xbox 360.

Multiplayer mode in the game creates a challenging, lively, social game-playing experience for up to four teams. Competitors can choose from a variety of classic genre-inspired character avatars including Horror Queen, Desperado, Starlet, Leading Man or Swashbuckler. "Scene It? Bright Lights! Big Screen!" features a brand-new single-player mode not available in previous versions of "Scene It?" games. This new single-player mode is designed to challenge player speed and entertainment trivia know-how.

There are thousands of new questions, multiple play modes,



A new videogame allows movie and trivia fans to compete against themselves or as part of a team.

unique minigame content, plus a new host character to spice things up, and they all add up to a lively group gaming experience. For gamers familiar with other trivia games on home consoles, it is worth noting that the game is compatible with multiple controllers so players will have the choice to use standard game console controllers, or to use Sony's Buzz! Buzzers or Microsoft's Big Button controllers.

"Scene It? Bright Lights! Big Screen!" has something for every film buff and trivia enthusiast.

For more information, call (866) DVD-GAME or visit www.sceneitgames.com. Distributed by Warner Bros. Interactive Entertainment.

Warner Brothers

Entertaining ideas help attract music lovers.

Now Hear This Dialing Up Music For Parents And Kids

(NAPSA)—Parents know that music and entertainment are a big part of youth culture. But many are also under the false impression that today's kid tunes aren't exactly music to mom's and dad's ears.

Fortunately, there are plenty of ways to find common ground when it comes to tuning in to favorite songs. Radio personality Ernest "Ernie D" Martinez urges parents to "be open-minded to today's kids hits and use radio and music as a tool to stay relevant."

He suggests, "Listen to the radio together and talk about the music. See if you and your children have some of the same tastes." Martinez offers these additional tips for connecting with kids over music:

• **Talk Radio**—Talk with children about their likes and dislikes in radio and music but also in fashion, movies and other pop entertainment. "I do this on air when I'm talking to young listeners who call in," Martinez says. "A lot of times they just want to share what's on their mind."

• **Yesterday And Today**—Talk about today's artists and how they compare to the artists of your youth. "Talk about how their careers were similar and how fans reacted then," suggests Martinez.

• **Common Ground**—Pick music that you both like—old and new. "Expose your kids to 'old-school' music," suggests Martinez. "Then let them expree you to their favorite group."

Martinez, a father of three, is an on-air personality and creative director at Radio Disney, a nationwide network with a reputation for kid- (and parent-) friendly programming.



Ernest "Ernie D" Martinez hosts a radio show geared toward entertaining both kids and parents.

"We have kids help pick the music we play and interact with our on-air personalities over a toll-free phone line to the studio," says Martinez. "But plenty of parents get involved, too."

The result is a playlist that includes recording artists that appeal to all ages, such as Miley Cyrus, Jonas Brothers, Taylor Swift, Selena Gomez and Mitchel Musso.

Martinez' feature program, "Take Over with Ernie D," also offers in-studio interviews and acoustic performances with artists and invitee stars to take over some of his DJ duties, interacting with listeners calling in.

"The key is to keep it entertaining for children and parents," says Martinez.

For more information, visit www.radiodisney.com or call the studio at (877) 870-5678.

Technology In Our Lives

Digital Music Technology Is "Ear" To Stay

(NAPSA)—Digital technology has changed many Americans' tunes when it comes to how they buy, store and listen to music. Instead of a record or CD player or tape deck, today many use a computer or an iPod to listen to the music they love.

In fact, 72 percent of online adults in America used their home computers to listen to audio content, according to a study by the Consumer Electronics Association.

The following tips could help you get more out of your digital music collection:

Sharing the Music—Computer and iPod Dock Speakers

A number of companies such as Logitech and Altec Lansing offer a full range of speaker systems designed specifically for iPods, computers or other digital music players. These speakers offer different features designed to address the various needs of the digital music consumer. So think about what room you want to use the speakers in and pick a system that will look and sound good in that space.

Private Listening—Earphones and Headphones

For a private music-listening experience, there are countless headphones and earphones to choose from to improve your listening experience and meet your individual needs. For the best fit, you might want to check out a company called Ultimate Ears (www.ultimateears.com). It started



New types of Wi-Fi music players are all-in-one systems that let you access and listen to Web-based music around the home.

out as a maker of in-ear monitors for rock bands such as the Killers and now has a consumer line of earphones designed for listening with iPods and smart phones. These earphones offer a customizable fit thanks to different ear-tip options and can help block out annoying background noise.

Discovering New Music—Wi-Fi Music Players

By using an Internet connection, a Wi-Fi music player can put the world of Internet music at your fingertips. While most of these systems require a stereo system or powered speakers for listening, the Logitech Squeezebox Radio is a compact, all-in-one music system you can easily move around the house and access all of your tunes. Wi-Fi music players can make discovering music exciting since there's always something new to listen to.

To learn more about ways to enjoy music, visit www.logitech.com/audio.

ENTERTAINING IDEAS

Tips For Improving Your Surround Sound System

(NAPSA)—If some Americans are all ears when it comes to learning ways to improve the sound from their PC, mobile phone or home theater.

According to a study by the Consumer Electronics Association (CEA), a majority of consumers view music and other audio content as a vital component of their daily lives. The study, "The Evolution of Audio to Audio Listening?" found that 87 percent of consumers believe audio is an important part of their life, and almost half (46 percent) report they are always listening to some form of audio content.

That love of sound may be especially prevalent among many of us who own sophisticated centers, complete with flat-screen TVs—and with good reason. Experts say cinematic surround sound can bring out the realism, excitement and emotion of a movie or show, helping home owners get more out of their viewing experience.

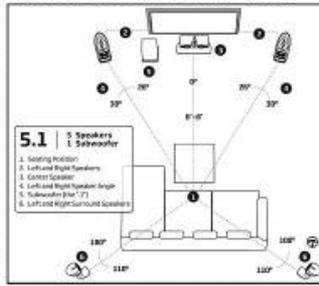
The good news is that it can be simple to create a home entertainment system that sounds amazing. Dolby Laboratories offers the following tips to help you upgrade or optimize your home theater:

Getting Started

To enable HD surround sound from a home theater system, you'll need speakers, a subwoofer, an amplifier and a receiver. These devices are designed to work with the latest in audio technology to produce that dramatic experience you want to have in your living room.

Perfect Placement
Ideally, your front speakers should be positioned at ear level since most movie soundtracks are designed to sound best at this height.

Better Bass
There's no specific rule for plac-



Sound's Good—recommended 5.1 speaker placements for your home theater.

ing a subwoofer beyond keeping it on the floor. The amount of bass you hear, however, will vary depending on the room or location. Try a few different places to determine what's best for you.

Best Seats in The House
If possible, center your seats between the surround speakers. The closer you place a speaker to the center of a room, the more bass you'll hear.

The Shape Of Things
The shape of your room and how its furnished will affect sound quality. Bare, metal or glass surfaces can cause reflections that result in louder sound. By adding rugs, carpeting, wall hangings or curtains, you'll not only add up with better sound, but also a cozier room.

All In One
A home theater in a box (HTIB) is an alternative to buying a set of separate components. It includes components to simplify the buying and operating experience. These systems bundle a receiver with a full set of home theater speakers and sometimes also include a source device such as a DVD player.

For more information on how Dolby brings surround sound to your home theater, mobile and PC devices and where you can find the latest products with Dolby surround sound capabilities, please visit www.dolby.com.

For an interactive application that helps you set up your home theater surround sound system, visit www.dolby.com/speakersetup.



GIFTS FOR MUSIC LOVERS

(NAPSA)—When it comes to holiday gift giving, Tivoli Audio presents unparalleled high-fidelity music systems for the entire family in a wide range of colors, designs and finishes. Why not give Dad the SongBook portable radio instead of a power tool or tie so he can listen to his favorite sports teams in the backyard or enjoy music while



You can tune in to a variety of great audio gift ideas

showering? Instead of a sweater or perfume, consider the all-in-one Music System for mom with a built-in CD player and concert-quality sound for her all-around listening pleasure.

Teenagers will enjoy the iPod or iSongBook playback systems especially designed for iPod.

Grandparents, who remember when radio was the main focus of home entertainment, will appreciate the retro chic Model One AM/FM table radio with analog dials for tuning in hard-to-locate radio stations.

If you're searching for that special gift for the entire family, consider the NetWorks global Wi-Fi audio system that delivers crystal-clear reception of thousands of Internet radio stations from around the world and plays music stored on a computer from any room in the house.

Find these and other gifts at www.tivoliaudio.com or by calling 1-877-297-8479.

Radio Disney

Logitech

Dolby

Tivoli

Reach more people by covering more media

□ *Traditional Media*

- Newspapers: 100 to 400 placements
- Radio: 300 to 400 on-air placements
- TV: 100 to 150 on-air placements
- Spanish Media: 10 to 25 placements in newspapers
- African-American Media: 10 to 25 placements in newspapers

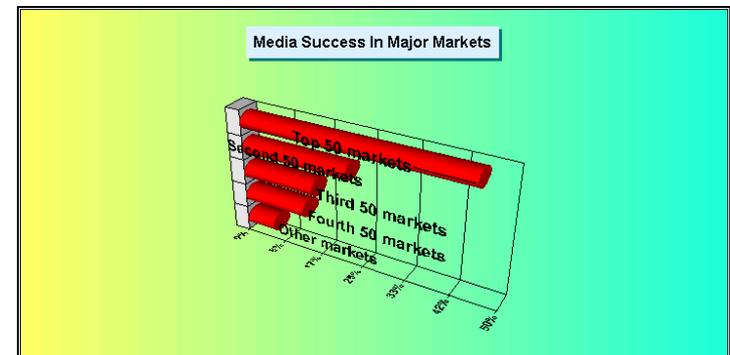
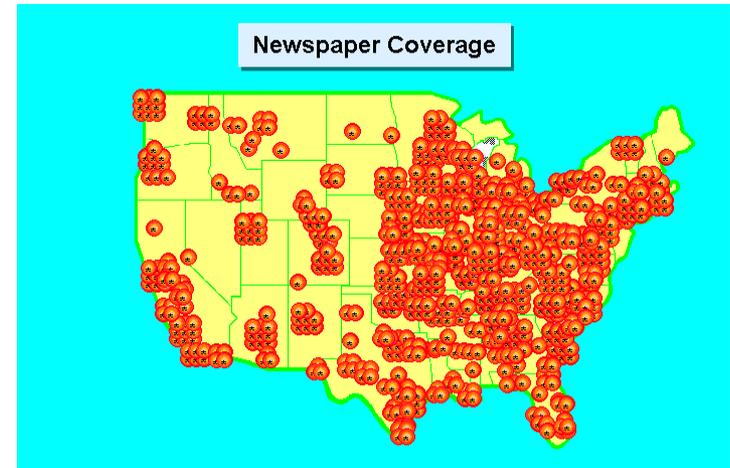
□ *Online*

- 1000+ online news sites
- Social media
- Twitter feeds to editors
- SEO
- Blogging
- Anchor texting and hyperlinking
- RSS feeds in XML
- Podcasting
- YouTube CSNN Channel

Reports Include Impressive Results

- E-clips
- Circulation and readership figures
- Market rankings
- Page views
- Unique visitors per month
- AQH
- CUME
- Ad value equivalency

LinkedIn



Graph Data: As of 3/20/2018, **LinkedIn** generated **3756** news articles in **59** different states with a readership of **34,066,080**. The sites it was on were viewed by **75,332,728** unique visitors per month. Additionally it was viewed **404** times on www.napsnet.com. The print placements had an approximate ad value of **\$126,446.48**, based on column inch rates.

Reach The Wealthiest And Most Populous Communities

- Newspapers, radio stations and TV stations are supported by local advertisers.
- Advertisers will spend money where they are going to get the best ROI.
- Publications and stations tend to exist where advertisers are willing to spend.



Five Steps Toward Successful Job Hunting

(NAPS)—Whether you're just starting your working life, looking for a new job or considering an entirely different career, useful connections and helpful tools are at your fingertips.

For example, there are more than 10 million job listings on LinkedIn.

Helpful Hints

Nearly all professionals at the most sought-after companies found their way in through their professional networks.

Here are five suggestions to help you find your way in.

1. Improve your LinkedIn profile. With more than 20 million professionals including recruiters, hiring managers and decision makers using LinkedIn search every week, making simple improvements to your profile can make a big difference.

Use the profile completion meter to see personalized recommendations on which profile sections you should add to increase your chances of showing up when a recruiter does a search. And take the time to share more on who you are. For starters, make sure to add key skills you've acquired, such as project management, teamwork and communication. Hint: You're more likely to find your way in to opportunities if you list more than five skills. Also, don't forget to add a photo. This will help your connections recognize you and it helps boost your visibility with employers, too. LinkedIn members with a profile photo get up to 21 times more profile views and nine times more connection requests than those without.

2. Search smart. Job search filters let you drill down into the aspects of a particular role that matter to you such as location, company, experience level, industry and job function. Set alerts for the companies and jobs you're interested in and update your career interests with what you're seeking. You'll get daily personalized job recommendations, some of which you can apply to straight from your phone. You can also search jobs where you have connections, and



Keep your connections open and you may find the job opening for you.

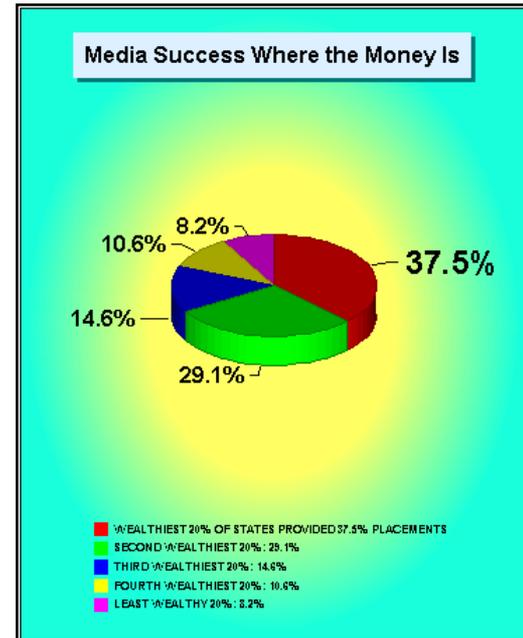
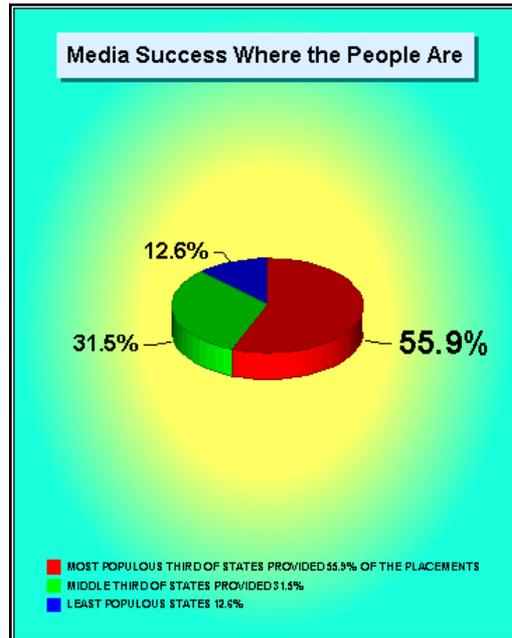
message them if you want to know more or if you want to ask for a referral.

3. Signal that you're open to new opportunities by turning on Open Candidates in your career interests, which are found on the LinkedIn jobs page and on your profile page. This lets you privately signal to recruiters that you're open to new opportunities. It also increases your chances of showing up in searches by recruiters.

4. Check your connections. Seventy percent of people get hired at a company where they have a personal connection. Your connections or mutual connections can be key to finding your next job. If you need a conversation starter, check for career milestones such as a job change, connections in common and similar insights to break the ice. Now is the time to message your network and catch up. You never know who will help you find your way in.

5. Don't bury the lead. When you reach out to a connection in your professional network, Adam Neumann, co-founder and CEO of WeWork, recommends not overlooking the importance of the subject line. A few catchy words that hint toward the conversation can spark a great relationship and get the person on the other end immediately engaged.

Learn More
For further job-searching suggestions, go to <http://blog.linkedin.com> or go to www.linkedin.com/jobs to start searching!



NAPS Technology Clients

Microsoft



SONY



YAHOO!



STAPLES



ORBITZ

Reports include impressive results



- E-clips
- Circulation and readership figures
- Market rankings
- Page views
- Unique visitors per month
- AQH
- CUME
- Ad value equivalency

Reach the wealthiest and most populous communities

- Newspapers, radio stations and TV stations are supported by local advertisers
- Advertisers will spend money where they are going to get the best ROI
- Publications and stations tend to exist where advertisers are willing to spend