

# MAKING IT SIMPLE

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

**- Jeff S. Brodie, CEO**

Codefusion Communications Inc.  
29 Gervais Drive, Suite 310  
Toronto, ON M3C 1Y9  
Tel: 416.335.9392



Helping You Run Your IT...  
So You Can Run Your Business



## How To Make Your Sluggish, Old Computers Run Like New Again



Is your computer running so slow that you’re thinking of shelling out the cash for a new one? Well, DON’T DO IT...at least not before reading this article. These quick tips may be all you need to get your computer running like new again and can save you a couple of thousand dollars.

As you may know, a computer’s performance deteriorates over time. *Gradual deterioration is almost never due to a lack of processing speed or capacity.* It is generally due to the software “grime” I refer to as “system build-up.”

Most software programs are designed to run in the background whether you’re using them or not. These programs, such as QuickTime and RealPlayer, initiate on start-up. All of these programs running simultaneously tie up memory resources and CPU capability, leading to sluggish performance. That’s why it’s important to perform regular maintenance on all computers. This will help avoid program build up, fragmentation, and file build up that kills your computer’s performance.

Here are a few things to help you speed things up:

### 1.) Be wary about installing more software to speed up your computer.

Why? Because “excess” software is the problem! Adding additional programs will only add fuel to the fire, and many of them are given away free so they can sell you additional software and install cookies for tracking and monitoring you online. Only those programs you know and trust should be installed (call our office for recommendations).

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“Oh, the usual stuff. Spam from the Joker, another e-mail virus from the Penguin, an illegal chain letter from Cat Woman....”

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## All Is Fair In Business

A shopkeeper was dismayed when a brand new business much like his own opened up next door and erected a huge sign which read 'BEST DEALS.'

He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading 'LOWEST PRICES.'

The shopkeeper panicked, until he got an idea. He put the biggest sign of all over his own shop. It read: 'MAIN ENTRANCE.'



## How Did You Make Your money?

A young man asked an older rich man how he made his money. The old guy fingered his sweater and said, "Well, son, it was 1934 and in the depth of the Great Depression. I was down to my last dime."

"I invested that dime in an apple. I spent the entire day polishing the apple and, at the end of the day, I sold the apple for fifteen cents."

"The next morning, I invested those fifteen cents in two apples. I spent the entire day polishing them and sold them for 30 cents. I continued this system for a month, by the end of which I'd accumulated a fortune of \$1.59."

"And that's how you built an empire?" the boy asked. "Heavens, no!" the man replied. "Then my wife's father died and left us two million dollars."

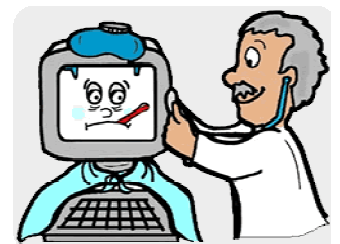
- 2.) **Regularly clean out your Internet temporary files.** When you open your web browser, click on the "Tools" menu, then "Internet Options" or "Options." From there choose "Browsing History," and delete the temporary files. You can also delete the temporary files on your hard drive. You can often find them by searching on all files with a "\*.tmp" extension in your C-drive. Temporary files are used by virtually all programs and remain on your drive even if you haven't used the file in a long time.
- 3.) **Disable programs that automatically run after Windows starts.** Some applications may give you the option to have them "Run In Taskbar," which is generally not what you want them to do.
- 4.) **Use the defrag tool to organize the data on your hard drive and speed up disk read and write times.** You can find this tool by clicking on the "Start" button, then - All Programs – Accessories - System Tools - Disk Clean-up.
- 5.) **Add more memory.** While this option costs some money, it is by far the best thing you can do to increase computer hardware performance at minimal cost. Memory is extremely cheap these days and can do wonders to dramatically improve sluggish performance.

## Just Want Us To Do It For You? Then Our "Spring Cleaning" Special Is For You!

If you've done all the above and your system is still way too slow or if you just want someone else to do this for you, you're in luck! Our "August Clean-Up" special was so popular that we've decided to bring it back! For only \$99, we will have a trained expert perform a "Spring Cleaning" of your computer or network to make it run faster and with fewer problems. For only \$99, we'll come onsite to perform a system maintenance to:

- Detect and remove hidden spyware
- Check your privacy settings, firewall and network security
- Perform various system checks and maintenance to speed up your computer and network
- Block annoying pop-up ads and check your online security settings
- Check for system errors, conflicts, or other problems
- Verify your data backups

Normally we charge \$395 for this maintenance service, but it's yours for only \$99. But you have to hurry...this special is only good through the end of January, so call today!



## DID YOU KNOW

- ♣ Saturday mail delivery in Canada was eliminated by Canada Post on February 1, 1969!
- ♣ In Tokyo, a bicycle is faster than a car for most trips of less than 50 minutes!
- ♣ There are 18 different animal shapes in the Animal Crackers cookie zoo!
- ♣ Your body is creating and killing 15 million red blood cells per second!
- ♣ The King of Hearts is the only king without a moustache on a standard playing card!
- ♣ The Mona Lisa has no eyebrows. It was the fashion in Renaissance Florence to shave them off!
- ♣ Every day 20 banks are robbed. The average take is \$2,500!
- ♣ One car out of every 230 made was stolen last year!
- ♣ The Philadelphia Mint produces 26 million pennies per day!
- ♣ A lightning bolt generates temperatures five times hotter than those found at the sun's surface!
- ♣ Most lipstick contains fish scales!
- ♣ "Skepticisms" is the longest word that alternates hands when typing!
- ♣ The first product to have a bar code was Wrigley's gum!
- ♣ No piece of square, dry paper can be folded more than 7 times in half!
- ♣ A 'jiffy' is an actual unit of time for 1/100th of a second!

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

## Turn Your Car Into An Internet "Hot Spot" – Good Idea...Or Bad?



One of the up and coming trends is Internet access in your car; at least that's what the auto industry wants us to believe. In fact, both Audi and Chrysler are already offering options to make their cars Internet hotspots.

The auto manufacturers tout the ease with which you'll be able to have an Internet connection on the road ready to perform virtually any office based computer task without having to leave your car.

Admittedly, the car companies believe the mobile hotspot concept will be most attractive to parents attempting to keep their children occupied with movies, music downloads, social networking access, and other teen oriented activities.

Access fees for in-car Internet networking will total about \$60 per month after paying a hefty installation fee.

Given the low cost options to connect at home, on buses, in cafes, and with mobile broadband services, the automobile WIFI hotspot concept will have an uphill battle. We'll have to watch this one closely to see how the value proposition plays out.

## FREE Report: "The 3 Most *Expensive & Deadly* Computer Disasters That Wipe Out Small Business Owners ... And How To Avoid Them"

If You Depend On Your Computer Network To Run Your Business, This Is One Report You DON'T Want To Overlook!

### You'll Discover:

- 5 critical security measures every small business should have in place; ignore these and you are a "sitting duck" for downtime, data loss, and other expensive computer disasters.
- The single costliest mistake most small business owners make when it comes to backing up their data--read Step #2 in this report and see if you are operating under a false sense of security when it comes to your data backups!
- The fastest and easiest way to avoid costly network repair bills while simultaneously making your network run faster and cleaner.
- A simple way to protect your network that won't cost you a dime!

To claim your FREE copy now, call: 416.335.9392

## Vista Vulnerability

Researchers recently found vulnerability in Windows Vista (with or without SP1) that could allow an attacker to remotely take control of a PC.

The problem can be exploited in two different ways to cause a buffer overflow that can corrupt the memory of the operating system.

The good news is that the primary method of exploiting the problem requires one to have administrative permissions, thereby diminishing the risk.

There are experts that believe it might be possible to exploit the problem without administrative rights.

The Windows XP operating system is not affected by the issue.

Microsoft plans to release a patch for the vulnerability in Service Pack 2 which is scheduled to be released in mid 2009.

These types of vulnerabilities continue to underscore the importance of keeping your systems updated with the latest security releases. Gives us a call at 416-335-9392 or email at: [jeff.brodie@codefusion.com](mailto:jeff.brodie@codefusion.com)

## We Want Your Input!

Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

**Jeff. S. Brodie**  
**Codefusion Communications Inc.**  
**416.335.9392**  
**[jeff.brodie@codefusion.com](mailto:jeff.brodie@codefusion.com)**  
**[www.codefusion.com](http://www.codefusion.com)**

# Believe It Or Not – It's National Clean Up Your Computer Month

I didn't believe it either, but after some research it's official...an authority no less reputable than "The Vinegar Institute" declared January as a national holiday to clean up your computer.

In light of this holiday, I thought I'd take the time to answer a small but nagging question, "How do I get those smudges, dust, and fingerprints safely off of my flat screen monitor?"

Although each monitor manufacturer has its own special instructions for cleaning, there are some common guidelines you can use to get your screen looking like new in no time.



**Turn off the monitor.** It's not required, but it makes smudges and smears easier to see.

**Use a cotton cloth** or compressed air to get rid of light dust buildup. Never use a rag or paper towel to clean since they can scratch the screen.

**Don't use products with ethyl alcohol or ammonia based products.** Products like Windex can yellow flat-screen or laptop monitors.

**Use water or a homemade mix to clean grungy surfaces.** If water is not enough, concoct a cleaning solution of 1 part water, 1 part isopropyl alcohol, and 1/2 part vinegar.

**Lightly moisten your cloth with the cleaning solution.** Never apply the liquid directly to the screen.

**Wipe the cloth in one direction** – from top to bottom. This method will ensure grime and dust move to the bottom of the screen surface where it can be wiped away.

One final guideline, never touch or press on your LCD screen with your fingers as this can cause the pixels to burn out. Happy cleaning!