

Why do I need an iPhone?

With the popularity of the iPhone, iPad, iWatch, you may be wondering whether you should be using one. In this talk, we will discuss some common uses for these devices; such as, interesting apps already on them, those you can add, and much more in order to help you decide.

Charleen Pernat from MVLIR will be discussing these technology devices. Which one should you use?

What would work best for you? If you are thinking about buying one or already have an iPhone, iPad, or iWatch join us to learn about them so you can take advantage of what each has to offer.

Join us for an evening of learning and bring a friend.



Tuesday, April 5, 2016 — 6 - 8:30 PM
Parkway Center,
220 Memorial Parkway Utica, NY 13501
Meeting Open to the Public — Free — Bring a friend



The MVPCUG General Meeting was held in the Sammon Room of the New Hartford Library.

BUSINESS MEETING

President Jerry Grega with 16 Members in attendance, called the meeting to order at 6:00 PM on February 02, 2016.

The Treasurer’s Report was presented by Bill Gorrell for the period of 01/01/2016 to 01/31/2016. More details are available from Bill G. or the Secretary.

There were no announcements or old business.

PROGRAM

Jerry G. made a point that most of us are logging into our computers as administrators in our user accounts. There are various types of user accounts: Standard- for everyday computing and surfing the net, Administrator- to have control over the computer- only use this when necessary, Guest- used when a person is only temporarily using the computer and there is also a Child account which allows a minor to use the computer, but allows a parent to have monitoring ability.

Why you should not run your computer in Administrator mode: vulnerability to Trojan horses, risk to download tag-along/ride-along programs, potential damage to system, may cause hard drive to reformat, delete accounts or open other accounts in administrator mode without your permission or knowledge. Do not run your computer in Administrator mode unless you are performing an administrator task, such as: adding programs, users, etc. Use the administrator account to do administrator tasks, then log out and log back on as a standard user.

In Windows 10, you have two choices: Online (allows you to create a Microsoft account on line and guarantees that updates come directly from Microsoft, not from a 3rd party or scam) or Local. New users can be created in three ways: sign in with an account and

password (this is the traditional and how most do it), personal –create individual password and account, and picture and password- uses facial recognition (newest type).

Jerry G. states that in a Microsoft account, the online account can be linked and synced to multiple computers, ex. allows you to have accounts on your home compute and flash drive that will open up and look exactly the same. You know if you have a Microsoft account if you have access to weather, games and news apps. Local accounts cannot access your personal information, so make your administrator account a local account to protect your information. Microsoft accounts are easy to create, are free of charge and can be set up quickly. Using a fictitious account, Jerry G. then demonstrated various changes that can and cannot be made in standard user mode and administrator mode.

Two resource suggestions for those just starting out with Windows 10 are: www.infopackets.com and www.komando.com.

A room is booked at the New Hartford Library for July and August for members to see all the configurations that are available for Windows 7 & 8.

**DOOR PRIZES
[furnished with club funds]**

- Mouse PadsStu Culp
- 20 pensDick Harris
- 64 GB Flash Drive.....Bo Wozniak
- Wireless Mouse.....Jerry Grega
- 3 Pens..... Gary Vickler

[Donated by Rod St. Clair]

- Printer Paper Bill Gorrell
- Car Charger.....Jerry Finkelstein

The meeting was adjourned by Jerry Grega at 8:05 PM.

Respectfully,
Joe Penabad, Secretary



Surfin' the 'Net

— John Hunter

Just when you think that you're too old or too settled to worry about STDs, along comes another disease type to cause you worry. According to a report posted by the National Institute of Health, Mycoplasma genitalium or MG a symptomless disease first encountered in the 1980s, has now been found to be transmitted sexually. A study conducted by British researchers found that 1% of 4500 study subjects contracted the bacterial infection as a result of risky sex practices and having multiple sexual partners. To read more about this uncommon STD, visit www.nlm.nih.gov/medlineplus/news/fullstory_157233.html.

DNA Proves Humans and Neanderthals Mated 50 Thousand Years Earlier Than Previously Thought

The BBC recently reported that researchers found modern human DNA in Neanderthal bones which proves interbreeding occurred much earlier than thought. The research findings were validated in Cold Spring Harbor, NY. The data indicate that non-African humans possess 1 to 4 percent of Neanderthal DNA. Scientists analyzed a Neanderthal bone specimen from Siberia that found more than 1 percent of human DNA proving that species mating occurred more than 100,000 years ago.

In addition to the DNA, the results indicate that modern humans left Africa much earlier than thought. To read more about this topic, click on www.bbc.com/news/science-environment-355595661. This research presents a new aspect of human genealogy.

Wheel Found in Dig Site of Early Britons

No one knows who invented the wheel, but archeologists recently discovered a bronze wheel from the 1100-to 800 BC in a dig site in Cambridgeshire, England. The site includes dwellings 3000 years old that fell into a river after some natural event and were covered up by silt and preserved. The dig is now in the third year of a planned four year excavation of the prehistoric site. To read the full

story, visit

<http://www.valuewalk.com/2016/02/archaeologists-dig-up-bronze-age-wheel-in-britain/>.

Apple vs. the FBI

Regardless of your opinion on Apple Inc.'s refusal to cooperate with the FBI's request to unlock an iPhone owned by terrorists, this technology battle raises the specter of big, overly intrusive government and Big Brother. The Wall Street Journal recently published a very balanced discussion of the issue which can be accessed at http://www.wsj.com/article_email/justice-department-seeks-to-force-apple-to-extract-data-from-about-12-other-iphones-1456202213.

How this fight plays out will affect us all. Just because a federal agency wants more information about anything doesn't necessarily mean we should have to provide it. According to other sources weighing in on this issue, the FBI has other options available for use to pursue leads on additional individuals of interest. Security at any cost does not support a democratic society.

Until next time....

You can read more of John's Blogs at the [Utica OD website](#)

President's Corner

Jerry Grega

[Why every household is about to get a brand-new fridge](#)

by Sephi Shapira

Today's retail economy is focused on acquisition and retention costs. Getting into people's homes and turning them into long-term brand buyers is the goal, and appliance makers control an untapped resource — the Internet of Things (IoT) — that can effectively extend a brand or retailer's supply chain visibility into the home.

How will the IoT manifest itself in the home? For many consumer brands and retailers, there's always been one door that holds the key to the \$65 billion a month American households spend on food: the refrigerator door. For example, at this year's CES, Samsung introduced a refrigerator touted as truly "smart," with connected cameras inside the fridge, an ability to run Pandora with built-in speakers and even grocery shopping through Amazon's Alexa or a new, dedicated app called Groceries by MasterCard.

By building smart fridges that can track consumption, deliver offers and manage purchasing and replenishment, manufacturers can extract subsidies from companies in order to tap into data and the revenue stream of each consumer, then provide them with a free refrigerator.

Subsidies have long been a tool for both customers' lock-in (think of InkJet printers sold at a loss to open the revenue stream for ink) as well as recurring revenue models (such as Verizon trading a \$650 iPhone for the chance at triple the revenue in yearly billings). The smart fridge brings both of these models into play.

With a connected fridge, advertisers will pay to promote products to the consumer on the refrigerator's screen, who will then use a related subscription-based service to buy the products. What makes promotion like this appealing to advertisers is that it's data-driven, personalized and proactive.

It's the same reason Google acquired Nest and Apple built HomeKit: It puts them inside the consumer's house and gives them the ability to be "first to market" when a need arises. Like Valleywag's Sam Biddle tweeted after the Nest acquisition, "If your house is burning down you'll now get Gmail ads for fire extinguishers."

Are we ready to share the details of every late-night snack, or will the fridge be the line that we draw when it comes to sharing our private information?

In the same way, imagine receiving a \$0.50 coupon for Heinz ketchup just as you toss your empty bottle. Or better yet, what if you got a coupon for a free bottle of Del Monte ketchup? Would you not try it? And what if this happened in hundreds of thousands of homes? Del Monte, by way of example, stands little chance in the battle over supermarket shelf space, but may find a way to challenge Heinz's near 60 percent market dominance by going directly to a consumer's fridge.

Food is a recurring purchase, with most Americans buying the same brands over and over again. While a bottle of ketchup does not have the lock-in protection of InkJet cartridges, the smart fridge provides a way to keep the purchase cycle going through replenishment reminders and promotions. It will play a central role in ensuring the consumption of the same food brands — or help drive consumers to a competitor.

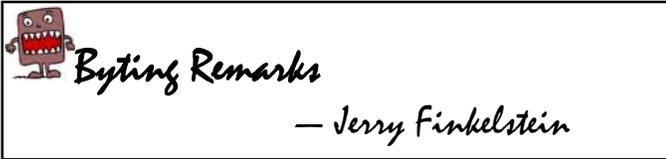
Nothing in this life is free, so how will advertisers and retailers make back the cost of subsidizing these "free" fridges? By tapping in to years of food purchases via the fridge. There will have to be some manner of contract (just like with cell phone carriers) to ensure users behave as intended and buy what the fridge recommends or

buy goods from a certain store. Users will see workflows and behaviors that have been made most famous through Amazon, such as:

* Recommendations — If the smart fridge knows what it contains, it can make recipe recommendations, which may or may not encourage the purchase of an additional item (e.g. you have lettuce, tomatoes and bread, why not buy some delicious Oscar Mayer bacon and have a BLT tomorrow?).

* Subscriptions — By incorporating features similar to Amazon's Subscribe and Save program, the fridge can ensure rapid, automated replenishment that eliminates the window to change brands and keeps products on hand for continued consumption.

(Continued on page 5)



On the heels of our reporting on our government reaching out (overreaching?) to collect a massive amount of personal data of its citizens, Apple announced (in mid-February) that the FBI, in the interest of national security, requested it open a “back door” to its very tight (almost impossible to break) IOS security system.

Apple refused, arguing the right of privacy and that the security of the system would be compromised, affecting over 900 million iPhone users all over the world. A few days after the request, a court order was issued to Apple to comply. Again, Apple refused. The controversy is now all over all the media, the Net, The New York Times, the radio. Charlie Rose.

It seems that the FBI, in its investigation of the San Bernardino attacks, is trying to get into one of the attacker’s iPhone. It can’t. They can’t guess the password to break the Apple security. If they guess ten wrong passwords the data they are looking for will be destroyed. The FBI dares not to guess ten wrong passwords.

Thus the request/order for Apple to let them in this one time, this one iPhone. Not so, says Apple. The FBI and other government agencies need the code broken to go after other bad guys, like sexual predators, like drug traffickers, etc. And that’s Apple’s point, opening up that “back door” allows everyone in, including other governments, including hackers.

Apple is saying that this almost impossible to break security is known to be part of its brand, especially internationally. The FBI is saying that Apple’s security is nothing but a marketing ploy. Not so, says Apple, consumer privacy is a civic duty. This has become a global concern, this is not just a matter of our national security. As of this writing, the controversy continues to be big news. China is watching, Apple does very big business with China. A lot of the presidential candidates are weighing in on the side of the FBI, that may be expected. Trump

thinks we all should boycott Apple. What side are you on?

Editor’s note: The FBI successfully cracked the iPhone password code and was able to access information from the iPhone and iCloud. You can read more about it at <https://nakedsecurity.sophos.com/2016/03/29/fbi-cracks-that-iphone/>

(Continued from page 4)

[Why every household is about to get a brand-new fridge](#)

* Auto purchase — Despite the ridicule of Amazon’s Dash Button, automatic purchases are the wave of the future. Fridges will log consumption and enable users to auto-purchase depleted goods. It’s this sort of mindless, one-click (or no click) transaction that is the ultimate in retention methodology.

While the smart fridge brings convenience and new features to consumers, it is also interesting to consider what consumers could provide to brands, retailers and each other through machine learning and artificial intelligence. Look at the success of an app like Waze. Its power comes from the volume of people using the software and making recommendations. You could see the same collective intelligence arise within the smart fridge. What if Del Monte actually does make better ketchup than Heinz, but we just don’t know about it? A connected fridge could provide new insights into tastes and preferences, helping bring better product awareness to the public. It can also provide superior consumer intelligence that food and beverage companies could only dream about when trying to understand buying and consumption habits.

The idea of a free refrigerator may seem radical today, but it’s a concept that has proven successful in other industries — and the technology exists to make it work. Ultimately, the consumers are the ones holding the key to the smart fridge’s future. Are we ready to share the details of every late-night snack, or will the fridge be the line that we draw when it comes to sharing our private information with commercial organizations?



explorer

The MVPCUG *EXPLORER* is published monthly from September through June by the Mohawk Valley Personal Computer User Group, Inc.(MVPCUG), PO Box 586, Marcy NY 13403-0586.

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The MVPCUG was founded in 1981 by individuals interested in IBM compatible computers and consists of volunteers whose expertise range from novice to professional.

Meetings are held on the first Tuesday of the month at 6pm, usually at the New Hartford Library, 2 Library Lane, New Hartford.

Meetings are open to the public. Membership fee is \$25.

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what's.coming ~ Records & Information Management Month ~

April 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 1 – April Fools Day April 9 – Day of Valor April 11 – 8-Track Tape Day April 22 – Earth Day April 30 – National Honesty Day					1	2
3	4	5 General Meeting 6 PM Parkway Center	6	7	8	9
10	11	12 Board of Directors Meeting 6:30 PM	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		