



PRWeb: Technology Computer





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Any Website Can Determine Where Its Visitors Have Been on the Internet

Whenever someone visits a website they are potentially exposing their entire browser history. A new site, Web2.0collage.com, shows how easy it is for strangers to determine your browser history. By constructing a collage of the sites that the user has visited, Web2.0collage.com mixes art and technology to raise privacy awareness.

Waterloo, Ontario, Canada (PRWEB) July 13, 2009 -- The majority of people consider browser history to be private, but that is no longer the case. Any website you visit can determine your browser history by exploiting the very features designed to enhance your Internet experience, a fact many people are not aware of.

Web2.0collage.com is a new site designed to illustrate how easily browser history can be sniffed by compiling a list of popular (and safe for work) websites illustrating which ones the user has visited. Once this list has been compiled it is used to produce a visual collage representative of the user's browser history, providing an artful reminder to all who visit that their private history really isn't all that private.

"This new site continues the long-standing tradition of using art to raise public awareness regarding contemporary social issues," said Holden Karau, developer of Web2.0collage.com and a University of Waterloo computer science student. "Since browser history sniffing, which can be used to determine the websites a person has visited, is easily accomplished without the users knowledge or consent, the potential implications surrounding this loss of privacy are frightening."

There are a number of scary applications of this technology, such as:

- * Internet fraudsters can tailor their "phishing" (where they attempt to steal account and often financial information) based on which bank site you use
- * Increasingly oppressive regimes can covertly observe the browser history of their citizens and use it to crack down on journalists, or citizens viewing independent media
- * Job application sites could silently disqualify candidates based on their surfing habits
- * Employers could use it to see which employees have been visiting job sites
- * Insurers could raise premiums based on sites you visit
- * Unscrupulous online merchants could dynamically shift prices on goods using demographic profiles constructed from browsing histories.

Understandably, technical parts of the web are already buzzing with discussions of privacy issues and technology.

Responses regarding Web2.0collage.com on Twitter include: "creepy. your history is not private", "I really don't like this security hole", "This is scary", and "Makes me think again about how safe it is to browse the internet..."

About Web2.0collage.com:

The first version of Web2.0collage.com was created in a weekend by Holden Karau (a.k.a. pantsd), a University of Waterloo student. What started as a quick hack to learn new programming techniques quickly gained momentum as interest in the privacy implications of the project spread by way of Slashdot. The University of



Waterloo Computer Science Club (CSC) graciously provides the computing resources necessary to keep Web2.0collage.com online. As traffic to the site increased Anthony Brennan (a.k.a. hatguy), a fellow student and CSC sysadmin, quickly offered to help resolve critical scalability issues resulting from the crushing load of curious users. For the technically inclined the source code is made available for review under the terms of the AGPL.

For additional information on the web2.0collage, contact [Holden Karau](#) or visit web2.0collage.com. Web2.0collage is live and available for general use.

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You can read the online version of this press release [here](#).

Rescuecom's Top 5 Tips to Prevent a Laptop Computer Repair

RESCUECOM's five tips to keep laptops running smoothly and money in consumers' pockets by avoiding unnecessary laptop repair or computer repair expenses

Syracuse, N.Y. (PRWEB) -- When you're on the go and having laptop problems, RESCUECOM's [laptop repair service](#) can respond, 24/7, to your wireless, virus and software issues.

1) Small Fixes to Avoid Big Problems

RESCUECOM's techs see a great variety of computer repair problems every day; one of the most common computer repairs deals with laptop screens. Laptop screens typically use liquid crystal display (or LCD) to show images and are made of millions of little dots called pixels. When sections of your screen appear distorted or smudged, these pixels are probably "stuck" on one color and may need a laptop repair. Professional laptop repair services may be able to fix or "unstuck" small amounts of damaged pixels, or just turn them off so that they appear black. A white or black pixel is dead and likely cannot be fixed through a simple laptop repair. With too many dead pixels, a laptop repair may not be enough, and you may need to replace your screen.

2) Do-It-Yourself Laptop Screen Repairs

A dark or unlit screen is often an easy laptop repair. Laptop screens are backlit and turned on or off by opening or closing the lid of your laptop, triggering a switch. Often times, this switch may stick and not turn on the backlight when you open it. These small switches tend to be near the hinges of the laptop and can usually be freed by tapping them lightly, without needing a professional [laptop computer repair](#). Another possibility is that your backlight may not be receiving power properly; that is a computer repair issue usually indicated by a flickering screen. Laptop repairs of this nature usually involve the inverter, a part in your laptop that sends power to your laptop's backlight. This can be a simple and relatively cheap laptop repair to do on your own, or turn to the pros at RESCUECOM for an experienced computer repair.

3) How Screen Savers Can Literally Save Your Screen

A screen saver can help you avoid needing a computer repair for your laptop screen. When your laptop is left open and idle for a long time, the constant static display of the same image can "burn" your screen. Eventually this "burning" will require a laptop repair for the screen, as it gradually quickens the deterioration of your screen's resolution and weakens its ability to show colors. A screen saver allows your idle screen to run a constantly moving display and keep your resolution changing until you return. This can help eliminate the possibility of that static, burning effect and help you avoid [computer repairs](#) for your laptop screen. Also, most computers allow your screen saver to be password-protected: An unattended, idle computer displaying a screen saver will not allow



a user back into the computer without a password. Not only can a screen saver save your computer from unnecessary laptop repairs, but it can also safeguard your privacy.

4) Tips to Avoid Major Computer Repairs

Besides the many computer repair issues we've seen regarding laptop screens, many other common problems can require laptop repairs. If you drop your laptop, that can damage the motherboard and require expensive computer repair services. If you spill liquid on your laptop, that can cause short circuits and corrosion and warrant laptop repair on your hardware. In the event of a spill on your laptop, immediately turn off the computer and leave it upside down for roughly 30 minutes. Once the computer is sufficiently dry, you should seek a [laptop repair](#) service to inspect and see if additional laptop repair steps are needed. Overheating can also cause physical damage to a laptop's hardware. Consider hiring a computer repair service to have your laptop's fan safely cleaned free of any dirt and dust buildup and examined for any other potential computer repair issues.

5) Seek Expert Advice for Your Computer Repair

Laptop computer repair companies offer different services and levels of expertise, but most laptop repairs can be costly. RESCUECOM encourages you to research your laptop repair problem to learn how to do simple computer repair tasks, but never risk taking on a complicated laptop repair without first consulting flawless, 24/7, [onsite computer repair](#) support from RESCUECOM.

For information on products, services, laptop repair or computer repair, visit [Rescuecom](#) or call 1-800-RESCUE-PC.

About RESCUECOM

RESCUECOM provides homes and businesses with [24/7 computer repair](#) and support. RESCUECOM meets every tech support need, including computer support, laptop repair, data recovery, virus removal, wired and wireless networking and support for all brands of hardware and software. "When it comes to your technology, we hook you up!"

For More Information, Contact:
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You can read the online version of this press release [here](#).



Minitab Listed Among 25 Best Companies to Work For

Unique corporate culture brings coveted honor to quality improvement software firm.

State College, Pa. (Vocus) July 13, 2009 -- Minitab Inc., a leading developer of statistical and process improvement software, has been named to the list of the 25 Best Companies to Work for in America in the small business category.

This annual list, now in its sixth year, ranks the top 25 small- and medium-sized companies in America that use smart people-management strategies to develop successful organizations with highly productive and satisfied workforces.

The list was announced before an audience of more than 15,000 at the Society for Human Resource Management's (SHRM) 61st Annual Conference and Exposition in New Orleans.

Honorees were selected and ranked by the Great Place to Work® Institute (GPTW) based on a randomly distributed employee opinion survey. Each company was given a score based on employees' responses to a detailed questionnaire about the organization's workplace cultures.

"All of us at Minitab are both gratified and humbled to be selected for this honor out of all of the outstanding companies that were considered," says Todd Hershbine, Minitab's human resources and administrative services executive.

"From our earliest days, Minitab's philosophy has been that when you combine challenging and meaningful work with a supportive environment, people succeed and thrive.

"Our success in the market over the years is a testament to the passion and dedication of our employees. This award is a confirmation and validation of Minitab's employee-focused corporate culture--a culture we plan to preserve and evolve."

Headquartered in State College, Pennsylvania, Minitab Inc. is one of the world's leading developers of statistical analysis and process improvement software for academic and commercial users.

[Minitab Statistical Software](#) is used in more than 80 countries by thousands of distinguished companies, including Toshiba, DuPont, Boeing, Royal Bank of Scotland, Nestlé and the leading Six Sigma consultants. It has been used to implement virtually every major Six Sigma quality improvement initiative, and to teach statistics in over 4,000 colleges and universities worldwide.

[Quality Companion](#) is a separate software package that makes quality improvement projects easier to manage. Companies around the world use it to plan and execute projects, including Xerox, ITT Industries, Providence Health System, Nissan North America, and LexisNexis.

[Quality Trainer](#) is an e-learning service that provides instruction in analyzing data for quality improvement.



Interactive lessons walk users through real-world problems and make advanced statistical concepts easy to grasp and retain.

Minitab operates offices in the United Kingdom, France, and Australia, and has additional representatives throughout the world. For more information, visit www.minitab.com.

Stories about Minitab and the other winning organizations will appear in the July issue of HR Magazine, SHRM's flagship publication with a circulation of 210,000 (available at <http://www.shrm.org/hrmagazine>). The winning organizations will also be listed on the GPTW Web site at <http://www.greatplacetowork.com>.

About the Society for Human Resource Management:

SHRM is the world's largest association devoted to human resource management. Representing more than 225,000 members in more than 130 countries, SHRM serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China and India.

About the Great Place to Work Institute:

The Great Place to Work Institute is an international research and consulting firm dedicated to building great workplaces. The Great Place to Work Institute uses its employee survey and assessment process to select the companies appearing on the annual "Best Small & Medium Companies to Work For in America" list and the FORTUNE 100 Best Companies to Work For® list. In addition to its global headquarters in San Francisco, Great Place to Work Institute has 29 affiliates in countries throughout North America, South America, Europe and Asia.

FOR MORE INFORMATION contact Eston Martz in Minitab media relations.

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You can read the online version of this press release [here](#).



SteelEye Launches Next Generation Business Continuity Platform for Windows Server

SteelEye® Protection Suite integrates high availability and data replication to ensure highest level of availability for Windows Server 2003 and Windows Server 2008 deployments

Menlo Park, CA (PRWEB) July 13, 2009 -- SteelEye (steeleye.com), a leading provider of business continuity and disaster recovery solutions for multi-vendor IT infrastructures, today announced version 7 of SteelEye Protection Suite (SPS) for Windows Server, the latest edition of the industry's first combined high availability and disaster recovery solution for Windows Server 2003 and Windows Server 2008. Integrating data replication and high availability clustering software from SteelEye DataKeeper and LifeKeeper solutions, the new product suite delivers the highest level of protection for mission-critical applications including Microsoft Exchange, SQL Server, SharePoint, Oracle and others.

SPS for Windows Server provides continuous, real-time synchronous and asynchronous data replication and high availability clustering to eliminate single points of failure and protect against traditional hardware failures, disaster scenarios and planned maintenance outages. Offering support for a wide range of server and storage configurations, SPS for Windows Server provides a cost-effective, reliable, automated disaster recovery environment that is easy to install, configure and manage. Featuring built-in WAN optimization with nine compression levels, SPS for Windows Server helps organizations facilitate the most efficient use of available bandwidth by providing maximum throughput for both LAN and WAN replication.

"All enterprises today, regardless of size, need to implement a form of business continuity assurance to mitigate the risk resulting from planned and unplanned downtime," said Jean S. Bozman, research vice president for IDC's Enterprise Platforms group. "With SPS for Windows Server, SteelEye delivers an automated high availability and disaster recovery solution, combining high availability and replication software, that can be rapidly deployed, with ease of use, supporting business continuity priorities for a wide range of SMBs and large companies."

"Business continuity planning remains a top priority for enterprises to avoid potentially devastating economic consequences of IT downtime," said Bob Williamson, executive vice president of product management for SteelEye. "To help organizations address these challenges, SPS for Windows Server provides a flexible, application-centric approach to protect organizations' business critical applications and systems without weighing down existing IT resources or staff."

A complete business continuity package, SPS for Windows Server enables SMBs and enterprises to facilitate the management of disaster recovery protection by delivering the following features:

- Flexible configuration - Provides the highest levels of flexibility in configurations by supporting mixed physical and virtual server clusters with heterogeneous server configurations, in addition to mixed shared storage and data replication clusters.
- Real-time, block-level data protection - Delivers complete data protection across disparate storage arrays with multiple-targets within a LAN or WAN to protect against data loss in the event of local or regional disasters.
- CDP - Any point-in-time rewind enables application recovery from data loss or corruption by rewinding data to the point-in-time prior to the corruption event, providing a recovery point objective (RPO) within mere seconds.



- Automatic failover - Eliminates single points of failure and maintains geographically dispersed clusters and hybrid high-availability/disaster recovery configurations, enabling automatic recovery of the protected application in the event of an application failure or other disaster.
- Synchronous and asynchronous replication - Ensures servers are in full-synch at all times, eliminating issues with in-use files, locked files, NTFS permissions and missing files, resulting in greater application performance and minimizing burden on system resources.
- Controlled switchover - Reduces planned downtime associated with hardware updated, application updates and OS updates with cascading failover using replication to one or more target servers to enable a controlled switchover in the event of a manual recovery.
- Complete Application Protection - In addition to the pre-packaged application support, SteelEye provides LifeKeeper Extender, which allows users, OEMs and ISVs to build their own application recovery kits to protect any application.

"Windows Server 2008 was built to deliver new capabilities, virtualization technologies, security enhancements and web capabilities which provide a solid foundation for growing business infrastructures," said Ward Ralston, group product manager for Microsoft. "SteelEye's new Protection Suite extends the capabilities of Windows Server 2008 by enhancing the availability of key data and delivering application protection services."

SteelEye will demonstrate SPS for Windows Server and its family of high-availability and disaster recovery solutions for Hyper-V, SQL Server, SharePoint and Exchange at Microsoft Worldwide Partner Conference 2009. To view a live demo, please visit SteelEye at booth #1203. To learn more about SPS for Windows and SteelEye's complete line of [business continuity](#) and disaster recovery solutions, visit steeleye.com.

About SteelEye Technology, Inc.

SteelEye is the leading provider of data and application availability management solutions for business continuity and disaster recovery for Windows, Linux and virtual platforms.

The SteelEye family of data replication, application protection, high-availability clustering and disaster recovery solutions are priced and architected to enable enterprises of all sizes to ensure continuous availability of business-critical applications, servers and data.

To complement its software solutions, SteelEye also provides a full range of high-availability consulting and professional services to assist organizations with the assessment, design and implementation of solutions for ensuring high availability within their environments.

For more information about SteelEye, please visit steeleye.com or contact Christina Lau Tam at 303-752-3552, x226.

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News Image



SteelEye
TECHNOLOGY INC



Queue Associates Counted Among Top Finalists for the 2009 Microsoft Worldwide Partner Conference Awards in Microsoft Dynamics SL

Queue Associates further distinguishes itself in the Microsoft Dynamics community by being named Microsoft Dynamics SL Partner of the Year finalist.

New York, NY (PRWEB) July 13, 2009 -- Today, Queue Associates announced it has been selected as a 2009 Microsoft Worldwide Partner Conference Awards finalist for the Microsoft Dynamics SL Partner of the Year Award.

Awards will be presented at Microsoft's 2009 Worldwide Partner Conference in New Orleans, with winners chosen from a pool of nearly 2,000 entrants worldwide. The Microsoft Dynamics SL Partner of the Year award recognizes partners who have exhibited excellence in providing innovative and unique solutions based on Microsoft Dynamics SL. Successful entrants will also demonstrate business leadership and success with strong growth in new customer additions and revenue.

Criteria for selection were based on the level of service partners provide. As a finalist for this prestigious award Queue demonstrated their ability to implement a solution that fulfilled their customers' needs, solved a business problem and ultimately gave their customer a higher return on investment by implementing Microsoft Dynamics SL.

"Everyone at Queue is proud to earn such outstanding recognition from Microsoft," said Jeff Goldstein, President of Queue Associates. "We look forward to another successful year ahead, and will continue in our commitment to delivering Microsoft Dynamics business solutions to our clients"

As a long-standing Microsoft partner, Queue Associates has often been recognized for its exemplary technological expertise on Microsoft Dynamics products, consistently high customer satisfaction ratings, feedback from peers and team members, and a sincere commitment to improving the lives and business success of clients.

"Partners are the key to igniting business innovation through great technology as well as helping customer drive down costs," said Allison L. Watson, Corporate Vice President, Worldwide Partner Group, Microsoft Corp. "Congratulations to the 2009 WPC Award finalists who have demonstrated a superior level of expertise as well as a focus on delivering customer value."

Queue Associates Inc. is a full-service information technology consulting firm whose primary focus is to provide Microsoft Dynamics solutions. These interconnected solutions include accounting, finance, project accounting, financial reporting, Internet-enabled enterprise resource planning (ERP), sales force automation and customer relationship management (CRM) systems. Queue provides a full range of services including installation, implementation and training, customization, and ongoing technical support to clients. Queue's uniquely thorough Business Process Review, conducted by CPAs and MBAs, ensures that recommended solutions meet clients' current and long-term requirements. Queue Associates maintains office in New York City, New Jersey and the UK available to serve clients worldwide.



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K Alliance Now Offers Distance Learning Courses

Students seeking to enhance their knowledge taking courses from K Alliance can now choose [distance learning](#) as a delivery option. With distance learning, students take live classes from a remote location on their computer.

Tampa, Fla. (Vocus) July 13, 2009 -- K Alliance now offers distance learning courses as part of its delivery formats. K Alliance currently provides online and computer based training courses for those looking to enhance their skills and gain training on various topics relating to IT certifications, desktop training and soft skills improvement. But now, students can choose the latest option, distance learning, which allows them to take a live class even though they are not physically present in the classroom. The [computer class](#) is taught in real time and they can still interact with the instructors as they would if they were sitting in the classroom,

Distance learning, or [remote classroom instruction](#) (RCI), is changing the IT training industry. As a relatively new form of training, RCI technology combines the best from traditional face-to-face instructor-led training with the latest in conferencing technology, allowing us to deliver live training to multiple locations at one time. Students from anywhere in the world can learn from a live class that is being conducted in real time. All distance learning courses that K Alliance offers are taught in Eastern time.

Instructor-led, classroom training is the most effective way to learn since it's how most students went to school. From kindergarten to high school, students are done from live classes. Now that more and more students are taking elearning classes, those that like the experience of learning in a live classroom are at a loss, which is why K Alliance wanted to offer such technology. Busy schedules also hinder professionals from obtaining a traditional classroom experience. Distance learning classes from K Alliance provide the best of both worlds so that students still get quality [computer training](#) to enhance their skills from their computers.

Students taking K Alliance's new distance learning classes learn from computers either at their home, office or onsite training centers close to where they live. Instructors are teaching a live class, and distance learning participants are also involved in the class, as if they were sitting live in the classroom. The presentation is interactive, so that student learning at their computer can still talk and ask questions in the class.

If students have a problem with the material at any point in the instruction, they can easily speak up like there were in the classroom. Students communicate via a conference call with a speaker phone. Labs are also conducted in real time as the instructor teaches the class with the other students in different locations. The instructor will be able to see your computer and the labs you are working on at all time, so that they can easily help students if they ever get stuck.

K Alliance's distance learning courses are taught by certified instructors in the field and offer the same quality as their online and CBT courses. Students can also choose from a variety of titles when selecting distance learning as the delivery method. Besides elearning courses, K Alliance also unlimited online options and enterprise server for companies looking to add training for their employees while at work. For additional information on courses and



onsite testing center locations, please visit www.kalliance.com.

About K Alliance:

K Alliance strives to create a unique [e-learning](#) experience – one that focuses not only on quality learning but that allows students to study around the clock, where they want and when they want. We offer a variety of delivery options, including remote classroom training, online training, and computer training videos. While online training and computer training videos are primary choices for many taking our courses, students can now opt for our distance learning ones. We offer all sorts of titles for our courses and many are now being offered with our distance learning option. Whether you want to prepare for an IT certification, enhance your IT skills or improve your soft skills, our distance learning courses and other delivery options will help you become a better professional.

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News Image





Lumension Webinar Highlights How Organizations Can Protect Information and Comply with Data Handling Procedures

Webinar Outlines UK Government Data Handling Standards and Key Steps to Protect and Manage Data

London, UK (PRWEB) July 13, 2009 -- As government data handling has come under increased scrutiny, organizations need to know how to protect their environments and comply with the latest security mandates. ['The Data Handling Procedures in Government'](#) report ('the Report') sets out clear and mandatory procedures to be followed by all UK government employees that have access to citizen data. Individual departments, as of June 2008, have responsibility to show compliance on their progress in meeting the requirements of the new Data Handling procedures, including enforcing policies to manage the use of removable media and to encrypt removable devices such as laptops, desktops and USB drives.

In order to help organizations effectively protect data handling procedures, [Lumension®](#), the global leader in operational endpoint security, has conducted a webinar titled: [UK Government Data Handling - A Clear Direction for the Future](#). In this webinar, Lumension Senior Vice President of Internationals, Andrew Clarke, and Project Lead Research Analyst, Nigel Stanley, educate organizations on the requirements in the data handling report as well as understanding how to protect their valuable information.

In this Webinar attendees will:

- Learn the requirements set forth in the Report regarding consistency, culture, scrutiny and accountability
- Understand the key steps and capabilities to effectively protect citizens' data through visibility and control of removable media used by government personnel, auditing of data transferred to and from such media, and the encryption of data stored on removable devices
- Discover whether the Report has produced noticeable results
- Listen to industry experts analyse the Report and share their views on the UK government's ability to handle citizen's data securely

To listen to the webinar, please visit [UK Government Data Handling - A Clear Direction for the Future](#).

For more information about Lumension's participation in the webinar or to speak with company experts about the event, please contact Cindy Kim, cindy.kim@lumension.com.

Links to Lumension's Multimedia:

[Local UK Government Data Handling Guidelines](#)
[Compliance with Data Handling Procedures in UK Government](#)

About Lumension:

Lumension Security, Inc., a global leader in operational endpoint security, develops, integrates and markets security software solutions that help businesses protect their vital information and manage critical risk across network and endpoint assets. Lumension enables more than 5,100 customers worldwide to achieve optimal



security and IT success by delivering a proven and award-winning solution portfolio that includes Vulnerability Management, Endpoint Protection, Data Protection, and Reporting and Compliance offerings. Lumension is known for providing world-class customer support and services 24x7, 365 days a year. Headquartered in Scottsdale, Arizona, Lumension has operations worldwide, including Virginia, Utah, Florida, Luxembourg, the United Kingdom, Spain, Australia, India, Hong Kong and Singapore. Lumension: IT Secured. Success Optimized®. More information can be found at lumension.com.

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Memopal Online Backup Ranked as the Best Online Backup Service in Europe According to BackupReview.info

Selected from 25 Online Backup services throughout the world in the Consumer category.

Rome, Itali (PRWEB) July 13, 2009 -- Memopal is the number 1 Online Backup provider in Europe according to BackupReview. Just in one year time, the European start-up has conquered BackupReview's "Top 25" ranking, which includes the 25 best Online Backup services throughout the world, awarding it first place in Europe and second place worldwide.

"We are proud that a small European start-up is able to produce technology and win global recognition" said Marco Trombetti, Memopal's CEO.

BackupReview is one of the most authoritative sources of Online Backup news. Every month, it publishes a ranking that classifies backup services by their target audience: Consumer, Small Medium Business and Enterprise, naming the best service in each category on the basis of criteria such as usability, performance, security and value.

Here <http://go.9nl.com/backupreview> you can read the complete review that the experts of BackupReview wrote about Memopal.

Memopal in brief:

Memopal's mission is to protect and organize users' files. Memopal is a European company based in Rome. Memopal stands out above its competitors since all the data that is saved is also synchronized, searchable and accessible as soon as it is uploaded to the Internet. The most important files are priority synchronized. Memopal calculates the importance of these files according to the users' interaction with them.

<http://www.memopal.com/en/press-and-news.htm>

About Backup Review:

Click here to read more about BackupReview:

<http://www.backupreview.info/about-us/>

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Global Team Success Secrets For Software Development Managers

In his scheduled half-day tutorial for the IEEE International Conference on Global Software Engineering (ICGSE) 2009 Conference July 13-16 in Limerick, Ireland, LogiGear Corporation (<http://www.logigear.com>) founding partner and Senior Vice President Michael Hackett will inform software development professionals about new ideas and practices designed to build more effective software test teams to benefit the entire development organization.

Limerick, Ireland (PRWEB) July 13, 2009 -- In his scheduled half-day tutorial for the IEEE International Conference on Global Software Engineering (ICGSE) 2009 Conference July 13-16 in Limerick, Ireland, LogiGear Corporation (<http://www.logigear.com>) founding partner and Senior Vice President Michael Hackett will inform software development professionals about new ideas and practices designed to build more effective software test teams to benefit the entire development organization.

The class, "Optimizing the Effectiveness of Distributed Testing Teams in Globalized Software Development," will address common misconceptions about software testing, the current state of testing practice, specific testing tasks that are more conducive to distribution, and key lessons learned from distributed software development teams. Attendees can expect to learn how to develop an effective work distribution, structure teams to be most effective, develop a plan for getting started with offshore testing, plan ahead for effective test automation, develop training to give global teams the skill sets necessary for maximum contribution, and more.

Hackett has two decades of experience in software engineering and the testing of shrink-wrap, client/server devices and web-based applications in Banking, Securities, Healthcare and Consumer Electronics. He has helped well-known companies including Palm Computing, Oracle, Fidelity Investments, Bank of America, Salesforce.com, CNET, Electronics for Imaging, Adobe Systems, The Learning Company, and The Well produce, test and release applications ranging from business productivity to educational multimedia titles - in English as well as a multitude of other languages.

The ICGSE 2009 Conference will be held in Limerick, Ireland at the University of Limerick July 13-16, 2009. For additional details on the conference, go to <http://www.icgse.org>.

LogiGear Corporation (<http://www.logigear.com>) provides global solutions for software testing, and offers public and corporate software testing training programs worldwide through LogiGear University. LogiGear is a leader in the integration of test automation, offshore resources and US project management for fast, cost-effective results. Since 1994, LogiGear has worked with hundreds of companies from the Fortune 500 to early-stage startups, creating unique solutions to exactly meet their needs. With facilities in the US and Asia, LogiGear helps companies double their test coverage and improve software quality, while reducing testing time and cutting costs.

For more information, contact Joe Hughes at (650) 572-1400.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Iris Data Services Releases Version 2.2 of Unify™ Document Review - Leading Electronic Discovery Company Announces New Release of Document Review Platform

Iris Data Services, a leading provider of eDiscovery solutions, announced today the release of version 2.2 of the Unify™ document review platform. In addition to document review, Iris Data Services provides various electronic discovery solutions including tape restoration, computer forensics, and eDiscovery.

Kansas City (PRWEB) July 13, 2009 -- Iris Data Services, a leading provider of eDiscovery solutions, announced today the release of version 2.2 of the Unify™ document review platform. In addition to document review, Iris Data Services provides various electronic discovery solutions including tape restoration, computer forensics, and eDiscovery.

"This version of Unify™ online review continues to add functionality for our clients," said Joseph Ziegler, Iris' Director of Technical Services. "It enhances printing functionality, giving legal teams the ability to batch print locally including the ability to print with redactions and add slip-sheets, separators and footer pages. This version also expands Unify™'s search functionality, improving the complex search logic and enhances the ability to ignore superfluous characters and symbols," said Ziegler.

About Unify™

Iris' online review tool, Unify™, is the fastest review tool in the industry, designed specifically to make document review as efficient, accurate and risk-free as possible. Documents load with unparalleled speed, enabling reviewers to work faster, saving time and money. Grouping by near-duplicates, threads, and other similarities aids speed and consistency by allowing for the review of groups of related documents simultaneously. A simple interface and a host of other features, including global language support, automated privilege logs and state-of-the-art security increase accuracy and reduce risk, making Unify™ the obvious choice in online review technology.

About Joseph Ziegler

Joseph Ziegler is the Director of Technical Services for Iris Data Services and Managing Partner for Iris Data Services Pty Ltd Australia. He has been developing technology for electronic discovery and litigation support for over six years, and has 15 years of enterprise software development experience. Ziegler holds a Bachelor of Computer Science from Texas A&M University, a Masters of Business Administration from the University of Texas, and is a PhD candidate at the University of Western Australia.

About Iris

Iris Data Services is a leading supplier of electronic discovery solutions including tape restoration, computer forensics, eDiscovery, and online review. Lead by recognized industry experts in electronic discovery, Iris streamlines the eDiscovery process for corporate legal departments and law firms. Iris' revolutionary review platform, Unify™, makes document review more efficient for legal teams and less costly for their clients. Iris' experts, software, and technology have combined to make it one of the fastest growing companies in the industry. Iris is headquartered in Kansas City and maintains offices throughout the United States, Australia and Asia. For



more information about Iris, please visit www.irisds.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



eMazzanti Technologies Selected as Grand Prize Winner in Microsoft's Windows 7 + You = Success Contest

eMazzanti Technologies, a leader in computer networking technology, announces its selection by Microsoft as a grand prize winner in the "Windows 7 + You = Success | What's Your Story?" partner video contest. This is the second Microsoft contest in recent weeks in which eMazzanti Technologies has claimed the grand prize. The previous contest, "Driving Small Business Success", awarded eMazzanti with a 2009 Mercedes Benz Smart FourTwo Car. For this partner video contest, eMazzanti's grand prize is a set of Lenovo IdeaPads.

Hoboken, NJ (PRWEB) July 11, 2009 -- Today, eMazzanti Technologies, a leader in computer networking technology, announces its selection by Microsoft as a [grand prize winner](#) in the "Windows 7 + You = Success | What's Your Story?" partner video contest. The contest called on Microsoft partners from around the world to submit their story on how and why Windows 7 is poised to revolutionize today's technology market. eMazzanti Technologies has consistently shown its ability to implement [cutting edge technologies](#) in production environments, with Windows 7 as a prime example.

This is the second Microsoft contest in recent weeks in which eMazzanti Technologies has claimed the grand prize. The previous contest, "Driving Small Business Success", awarded eMazzanti with a 2009 Mercedes Benz Smart FourTwo Car. For this partner video contest, eMazzanti's grand prize is a set of Lenovo IdeaPads. eMazzanti's track record as the leader in the field of computer networking is evident from Microsoft's continued recognition. eMazzanti's contest winning submission further details what the firm believes is the next big thing for its client base.

The video shows Marcus Daniels, a network engineer at eMazzanti Technologies, describing why Windows 7 is such an exciting new product and what that means to IT professionals from a support and end user perspective. Features such as Aero Peek, Aero Snap, and multi-touch support show Microsoft's focus on making Windows 7 a product that can drive productivity and functionality. Aero Snap makes navigating through multiple windows a breeze; effectively, this means [more productivity](#) for the end user. Aero Snap allows windows to be split side-by-side, allowing for an ease in comparing windows. Multi-touch support allows natural presses, strokes, and even pen input for laptop computers - this means that even on the go, legal documents can be signed, windows can be resized and zoomed in with finger gestures. Microsoft has recognized customer needs and molded Windows 7 with this in mind.

A fun and functional experience is a major goal of eMazzanti, and Microsoft echoes that ideology with these features. For the end-user the PC will be enjoyable, productive, and [intuitive](#). With Windows 7, eMazzanti Technologies will continue to create this experience, as it has in the past with other new technologies. Windows 7 is just a new avenue to help eMazzanti [accomplish its mission](#): [driving value](#) and fostering growth.

eMazzanti is passionate in what is possible for its clients. The grand prize winner in the "Windows 7 + You = Success | What's Your Story?" partner video contest, Microsoft's continued recognition, and Windows 7 alignment to eMazzanti's goals are prime examples of how eMazzanti excels in its field. See the [contest winning submission](#) or other videos at eMazzanti Technologies' website.



About eMazzanti Technologies

eMazzanti Technologies works with businesses to provide strategies for growth through the use of intelligent technology tools. From business process analysis to network design, security planning to preventative maintenance, the firm's services all aim to [reduce costs, mitigate risk and drive revenue](#) for our clients. eMazzanti also offers an extensive portfolio of network products from the leading technology manufacturers. The best advocates for eMazzanti Technologies are our clients. The firm services businesses throughout the New York Metropolitan area and in 3 countries worldwide ranging from home office environments to multinational corporations with mission-critical needs. These organizations rely on eMazzanti as their technology management partner. As our clients grow and their needs change, our flexible, scalable model adapts to meet the aspirations of their businesses. We form long-term relationships with clients that value stability and reliability in their IT partners. An innovative and comprehensive approach to technology services has earned eMazzanti the trust of a rapidly growing client base and recognition by many of the industry's foremost publications. For more information, please visit www.emazzanti.net. All product and company names herein may be trademarks of their respective owners.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Kurt Sauer Elected to Board of Forum of Incident Response and Security Teams

Spinlock Technologies Managing Director, Kurt Sauer, elected to the Board of Directors of FIRST.Org, Inc. In addition, Mr. Sauer will chair the group's law enforcement liaison and coordination group.

Osaka, Japan (PRWEB) July 10, 2009 -- [Spinlock Technologies LLC](#) today announced that its Managing Director, Kurt Sauer, was elected to the Board of Directors of the non-profit [Forum of Incident Response and Security Teams](#) (FIRST) during the organization's annual conference in Kyoto, Japan. In addition to service on the Board, Mr. Sauer will lead the FIRST's law enforcement coordination group, whose charter is to bring law enforcement agencies and computer security incident response teams into contact with one another.

"I'm extremely pleased to welcome Kurt to the Board of FIRST," said Derrick Scholl, director of software security incident response at Sun Microsystems and outgoing Chairman of FIRST. "I know our community will benefit from the great energy, knowledge and experience he brings with him."

Board members guide the work of FIRST throughout the year and represent the diverse makeup of the computer security incident response community. FIRST is a non-profit membership organization that facilitates the exchange of knowledge and information within the sphere of computer security teams. By connecting member teams with one another, FIRST provides a valuable foundation of mutual trust and recognition, while also providing opportunities for training, advocacy and education on issues affecting the computer security industry.

"I've been involved with FIRST for over ten years, and I have always had a high regard for the organization. I'm honored to join FIRST's steering committee and Board of Directors," said Sauer. "I look forward to working with the other members of the Board to help expand the tremendous work that FIRST does into lesser-developed parts of the world. In parts of Asia and Africa, Internet bandwidth is being delivered at breakneck speed, despite having little experience in computer security."

Kurt Sauer, who was elected to the Board of FIRST in July, 2009, is the founder and Managing Director of Spinlock Technologies LLC, and for the past 17 years has provided strategic advice to companies in the areas of secure networking, telecommunications and critical infrastructure protection. For the five years prior to joining Spinlock Technologies, Mr. Sauer was the Chief Security Officer of Skype, a division of eBay, where he was responsible for the overall security posture of the company. Previous to this, Sauer worked as a principal engineer for distributed network security at Sun Microsystems from its European research laboratory in France.

A frequent speaker on the topic of the future of information security, Mr. Sauer has provided consultation regarding information security policy to a wide variety of national and international bodies, including Eurojust, the U.S. Federal Communications Commission, and the International Criminal Police Organization (INTERPOL). As a former law enforcement officer himself, Mr. Sauer is able to bring a unique perspective to the needs of coordinating the efforts of law enforcement and incident response teams. Kurt Sauer holds a bachelor's degree in



computer engineering from Texas A&M University as well as a Certified Information Systems Security Professional credential.

About Spinlock Technologies LLC

Spinlock Technologies is an information security consultancy launched in 2004 to provide analytical and technical support in the areas of critical infrastructure security, cybersecurity incident response management and security policy development. Although the company's main operations are in Japan and focused on Asia, the company employs a network of partner consultants across Asia, Europe and North America to pull together the right team to solve the problem at hand, regardless of geography.

Read more about Spinlock Technologies at <http://www.spinlock.com/about/>

About FIRST

Founded in 1990, FIRST consists of internet emergency response teams from more than 200 corporations, government bodies, universities and other institutions from the Americas, Asia, Europe and Oceania. It leads the world's fight-back against cyber-crime, sabotage and terrorism, and promotes cooperation among computer security incident response teams and law enforcement agencies.

Read more about the 2009 FIRST Kyoto Conference at <http://www.first.org/conference/2009/>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



SEO Consult Retain Monthly Top Search Engine Optimisation Award

Click Consult, a leading UK search marketing agency, have been judged the TopSEOs Best Organic Search Engine Optimization Company for the eighth consecutive month in July 2009 and have also scooped the 3rd place award for the Top UK Pay Per Click (PPC) Management Agency.

Cheshire, England (PRWEB) July 11, 2009 -- Click Consult, a leading UK search marketing agency, have been judged the TopSEOs Best Organic [Search Engine Optimization](#) Company for the eighth consecutive month in July 2009 and have also scooped the 3rd place award for the Top UK Pay Per Click (PPC) Management Agency.

TopSEOs are the independent authority on search vendors and have ranked SEO Consult, Click Consult's specialised search engine optimisation division, the best UK SEO company every month from December 2008 until present. The prize is awarded based on how over 300 UK search agencies fulfil criteria such as an average return on investment for SEO clients, client support and problem resolution, how quickly first page search results are achieved and competitiveness of pricing. Feedback from the agency's clients is also taken into account to validate the quality of services.

The Best PPC Management Company awards are given to agencies judged to provide the best and most comprehensive services by how well they meet vital industry criteria such as depth of pre-campaign research and analysis, ROI (return on investment) for clients, level of campaign monitoring including adjustments made as a result and the depth and clarity of campaign reporting to clients. Again, client feedback is collated by TopSEOs to verify the quality of services offered by each agency before the monthly top ten agencies are announced.

"We are delighted that SEO Consult and Click Consult are continuing to provide the quality of services necessary to achieve and maintain these monthly awards," Matt Bullas, Managing Director of Click Consult, comments. "By treating every client as an individual, we can tailor a search marketing campaign to their exact needs and business goals, encompassing search engine optimisation, PPC and any or all of the other dynamic, effective online marketing strategies that we offer. We pride ourselves on providing creative and flexible bespoke internet marketing solutions which achieve great results for our clients."

For more details about Click Consult, please visit our website www.clickconsult.com or call 0845 205 0292.

About Click Consult:

Established in 2003, Click Consult is a leading provider of Search Engine Marketing (SEM) solutions, including Pay Per Click (PPC) Campaigns, Content and Banner Advertising, Search Engine Optimisation, Affiliate Marketing, Shopping Feeds, Website Design and Development, E-Mail Marketing and Online PR. With over 35 Staff in Cheshire and London, Click Consult has over 200 PPC and SEO clients in every major industry. Click Consult is fully certified by Google AdWords, Microsoft adExcellence, the Internet Advertising Bureau, SEOCertification.org and TopSEOs.com.



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You can read the online version of this press release [here](#).

News Image



BlueBackUp Revolutionises Disaster Recovery by Introducing an Affordable DR Plan for Businesses

BlueBackUp announces the launch of its new Disaster Recovery service, which significantly reduces the level of risk for companies by enabling them to restore their business quickly after a major incident - at a cost that is considerably lower than a conventional DRP, while also providing a broader level of service than its competitors.

Brussels (PRWEB) July 11, 2009 -- Implementing a business recovery plan can be both complex and costly. Also, in the light of the current economic crisis, it comes as no surprise to learn that almost 50% of companies employing between 100 and 1,000 staff prefer not to invest in a comprehensive Disaster Recovery Plan.

There can be a number of reasons for this: the cost of investment may be too high, the business may lack infrastructure or be short of qualified staff. Also, by calling on a company that specialises in DR that also supplies backup offices and hardware, businesses are still ultimately responsible for the most critical part of the recovery process: rebuilding their servers and IT data.

BlueBackUp's new Disaster Recovery offering represents a highly attractive alternative for companies that do not have the budget or infrastructure needed to establish a full DRP.

1) How does the BlueBackUp Disaster Recovery Plan work?

- If there is a server crash or serious incident in the office, the customer's data is restored on physical/virtual servers at BlueBackUp's data centre (DR site).
- During the time it takes for new servers to become operational, the customer can connect remotely (via a VPN connection) to the DR site, where its critical applications will have been restored. This enables customers to restart their business within a very short space of time (3, 12, 24, 48 hours, etc.).
- BlueBackUp can also make backup offices and hardware available to companies that need them.
- Unlike other Disaster Recovery providers, BlueBackUp takes responsibility for rebuilding the customer's applications - which represents a genuine added value in comparison with conventional DR services.

2) What are the main benefits of BlueBackUp compared with a conventional DRP?

- Business operations are back up and running within a very short space of time should disaster strike, plus greater flexibility of service : in cases where customers are already backing up their data at our data centres, BlueBackUp is in the ideal position to help them recover their data very quickly. Customers can choose the actual amount of time it takes to restart their business.
- No need to worry about the maintenance and cost of a disaster recovery site or finding replacement hardware : Emergency spare servers are maintained by BlueBackUp at its own data centre. BlueBackUp handles the task of finding backup offices for customers who need it.
- Unlike conventional Disaster Recovery Plans, it is BlueBackUp itself that takes charge of the entire procedure of rebuilding data.
- Customers can also test the disaster recovery plan with a few mouse-clicks so that they are ready should disaster



strike one day.

"Being able to guarantee business continuity should a major problem occur is a real worry for companies". explains Philip Wittmann, BlueBackUp's founder. "But not at any price - especially in the current economic climate. With BlueBackUp and by combining backup and Disaster Recovery, every company can now protect itself against these serious risks, as well as implement a Business Continuity Plan that will deliver unbeatable value for money, whatever its size and scope."

BlueBackUp is the first online backup service to offer its customers a complete Disaster Recovery solution. And by expanding its offering even further in the wake of the recent launch of exclusive data restoration tools, BlueBackUp clearly intends to set the benchmark by positioning itself as THE specialist in protecting IT data.

For further technical information about the Disaster Recover solution proposed by BlueBackUp, please visit <http://www.bluebackup.com>.

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You can read the online version of this press release [here](#).

PecoBOO Is Keeping An Eye On Your Energy Use

The latest piece of eco-friendly software claims to be so clever it can tell whether you are looking at your computer or not, and switch your display off or on accordingly.

Sheffield, UK (PRWeb UK) July 9, 2009 -- The latest piece of eco-friendly software on the market is so clever it can tell whether you are looking at your computer or not, and switch your display off or on accordingly.

PecoBOO is the newest bit of Eco-Power Management technology from Sheffield based environmental computer manufacturer [VeryPC](#). The award winning company are already known for their range of low energy desktop computers, or GreenPCs. Recently, Peter Hopton, MD of VeryPC, hit on a new idea to make additional energy savings by managing the computer display with facial detection software:

"A few months back we had a meeting to see what improvements we could make to energy savings in computer use. We asked, 'what if your computer could tell instantly when you are not using it and make power changes to reflect that?' That's when we thought of the light in the fridge. It only comes on when you need it. PecoBOO turns your computer display into the 'light in the fridge'."

He goes on to explain just why this kind of saving is especially significant when combined with VeryPC's low energy GreenPCs:

"With many other computers on the market, the PC box consumes far more energy than its LCD monitor. We've worked so hard on energy saving at VeryPC that we've flipped that around. Now many of our GreenPCs use as little as half the power of their display. We realised that we had to find a way to apply better energy savings to the display itself. This revolutionary combination of facial detection with power management takes energy saving on your computer to a new level."

PecoBOO forms part of a range of technologies offered by VeryPC collectively known as Eco-Power Management, or EPM:

"EPM is designed to take control of your IT energy usage at every level. The first four stages of EPM are built right into the box and are taken care of at the manufacturing stage. At VeryPC we are always looking for the next step forward, so despite already building some of the world's most energy efficient desktop PCs, we want to push the envelope even further. We've achieved that by adding a fifth stage to EPM -software control."

Peter is convinced that there is a genuine need for this kind of real-time energy saving:

"Our research tells us that many users these days turn off their computers' in-built power management because it interferes with their daily use. For example, online video: if you are watching, for example, the BBC iPlayer with your screensaver set to kick in after 15 minutes, that is going to interrupt your viewing, so you disable it. Once disabled, the settings tend to stay that way forever as we forget to change them back. PecoBOO is comfortable and non-intrusive because it will never turn your screen off when you are looking at it. On top of that, it will save 5, 10, 15, however many more minutes for the users who are disciplined enough to keep their default power management running because it works as soon as you leave the computer, with no delay."



Peter is quick to dispel any 'big brother' style questions about his face detection software:

"Privacy advocates need not be concerned. PecoBOO uses face detection, not face recognition. It cannot tell who you are or even distinguish one user from another. No data is recorded. PecoBOO is not a security tool, it's an energy saving tool."

[PecoBOO](#) can be found at [\[link\]](#) and will start selling for £9.99 per license by download.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Albany, New York-based TurnKey Internet, on the Virtual Front Lines of the Crisis in Iran, Helps Iranians Connect to Government-Filtered Websites

TurnKey Internet's high-capacity Internet servers are helping reroute Iranian citizens past their government's censorship filters via an intricate proxy network by the now famous Austin Heap. This network will allow the Iranian people to organize protests, report on brutality to an international audience and garner support for their efforts worldwide.

Albany, New York (PRWEB) July 10, 2009 -- Austin Heap, the San Francisco IT consultant responsible for building a proxy network for circumventing government filters, has chosen [TurnKey Internet](#) for rerouting Iranians on the web.

Events of the past few weeks have highlighted the critical role of civic technology in the fight against tyranny. As the Iranian government blocks its citizens from accessing social networking sites like Twitter and Facebook as well as other communication tools like mobile phone service, Iranian citizens have fought back with the help of people like Austin Heap and his proxy servers.

Heap's proxy network has allowed the Iranian people to organize protests, report on brutality to an international audience and garner support for their efforts worldwide.

"My website has been attacked by Iran. My servers are melting. But protesters are still using technology to mobilize."

Far from being deterred by these attacks, Heap is now working on developing a software program for Windows, Mac and Unix systems called Haystack, a program that will "specifically target the Iranian government's web filtering mechanisms." In order to implement this program, Heap needs high-capacity Internet servers.

"I'm not new to this web hosting game, and after hours of research comparing speeds and hardware requirements, TurnKey Internet had the best value for the price."

"TurnKey Internet is pleased to play a role in Austin Heap's work," said Adam Wills, President of TurnKey Internet. "We take great pride in helping businesses and entrepreneurs leverage the technology of the Internet. Austin Heap's work really highlights the power the Internet has to extend communication channels across the globe."

About [TurnKey Internet](#):

TurnKey Internet, Inc. is a leading provider of managed web hosting solutions for small and medium-sized businesses. Based in Albany, New York, TurnKey Internet, Inc. provides enterprise-class services to customers in over 30 countries via its New York data center. TurnKey Internet, Inc. is a member of the Better Business Bureau of Upstate New York and was awarded an A+ rating in January, 2009.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Recruitment Innovator Creates Jobs By Reducing Employment Costs

Good news for job seekers. Atlanta-based employment innovator, CHASE Professionals, has radically reduced costs associated with employment throughout its nationwide network making it attractive for staffing clients to engage more workers.

Saint Paul, MN (PRWEB) July 10, 2009 -- It's no secret that business creates jobs, and now one innovative company has taken employment efficiency to the next level by making it more attractive for firms to engage workers.

[CHASE](#) recently implemented a 100% paperless employment process throughout its network and is finding that the laws of supply and demand are indeed applicable to the job market. By lowering the cost of employment overhead, CHASE is able to provide its clients quality candidates at less cost, and that means more engagements both temporary and full-time.

Based in Atlanta, CHASE operates 35 employment branches throughout the United States and partnered with designers from [Tempworks](#) Software in Minnesota to achieve a paperless process, DocCenter, that reduced screening time by 50% and eliminated 90% of its paperwork. That means time savings for everyone from job seekers to staffing clients.

CHASE Systems Administrator, Gabriela Cabezas states, "We cut overhead everywhere - administration, paper supplies, shipping and postage, storage and retrieval. Our goal has always been to streamline all of our business processes and the application process was one we had yet to tackle."

"Chase has been leading the staffing industry for 30 years, and their ideals motivate our software designers," says Tempworks Executive Vice President, Cory Hintz. According to Hintz, CHASE and Tempworks have been innovating together for many years to help successful companies find top talent. "From search and retrieval to web-based time entry to electronic documents and paperless payroll, CHASE has pioneered industry best practices."

Roy Abernathy, CEO of CHASE, realized immediate benefit to his bottom line. "DocCenter makes the process of registering with CHASE much easier for candidates and has certainly lived up to our expectations. It improved our ability to service our clients efficiently, resulting in direct savings for our company."

A political perspective came from Tempworks president, David Dourgarian. "Federal stimulus dollars do not 'create jobs'. At best they siphon money from one pocket to another, creating inefficiencies that make people worse off. The job market behaves according to the laws of supply and demand just like other markets, and when an innovator like CHASE reduces employment overhead that makes it more attractive to hire people."

And with unemployment rising sharply, every little bit helps.



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You can read the online version of this press release [here](#).



QuoteWerks Continues Its Real-Time Expansion with the Addition of BlueStar

QuoteWerks continues to evolve and meet needs of customers by including solutions-based distributor BlueStar to Real Time Module.

Orlando, FL (Vocus/PRWEB) July 9, 2009 -- Aspire Technologies, Inc., a leading provider of sales quoting software solutions for the global small and mid-markets, confirmed today that it has again expanded [QuoteWerks'](#) real-time price and availability support to now include BlueStar, a leading distributor to the specialty electronics channel.

Headquartered in Hebron, Kentucky, BlueStar distributes a wide variety of product lines for Point-of-Sale, Bar Coding, Auto ID and Data Collection, RF Networks, Portable Data Collection Devices, Biometric Solutions, and Printers. Amongst the brands BlueStar represents are Datamax O'Neil, ELO Touch Systems, Honeywell, HP, Motorola, Toshiba, and Unitech.

"We are pleased to welcome BlueStar into our real-time community," states Aspire Technologies vice president of operations Brian Laufer. "Given today's hyper-competitive marketplace, companies require more from their distribution partners in order to succeed. With QuoteWerks and our real-time module, BlueStar's VARs will be afforded a level of agility and accuracy within their quoting process that is unmatched by the competition."

The QuoteWerks Real-time Module was developed to improve quoting efficiencies and accuracy through the ability for users to obtain real-time product pricing and availability data from select distributors such as BlueStar. Benefits of the Real-time Module include:

- The ability to deliver last minute price savings to their customers.
- Instant confirmation of stock on hand to fulfill the order, avoiding unexpected back order delays.
- Reduces the time spent by the distributor's sales support team to provide verbal confirmation of current pricing and availability for the company's customers.

Companies utilizing the QuoteWerks real-time module ensure that their products are correctly priced and stocked before quoting the customer. This unique advantage helps companies save countless hours every year by eliminating the need to contact their distributor sales rep for their pricing. Additionally, users can confidently send out quotes to customers, assured that their quotes have a professional appearance and are completely accurate.

"Partnering with QuoteWerks to offer our mutual customers real-time support is a prime example of how BlueStar delivers on our mission to exceed the expectations of our VAR customers by delivering the very best solutions, services and support possible," explains Rob Dorsey, VP U.S. Sales of BlueStar. "QuoteWerks offers unparalleled value and support for our customers."

In addition to running the Professional or Corporate edition of QuoteWerks, users who wish to access real-time price and availability for Accutech will need to purchase the [QuoteWerks Real-time Module](#) and be current on their [Update Maintenance Plan](#). Users must also have an established reseller relationship



with BlueStar. To learn more about becoming an BlueStar reseller, companies should register their interest on the BlueStar website by visiting: http://us.bluestarinc.com/en/become_a_reseller.

Real-time Price and Availability support for BlueStar is available beginning with Build 47 of QuoteWerks, which was released on June 9, 2009.

About BlueStar

BlueStar is a leading global solutions-based distributor of Point-of-Sale, bar coding, data collection, radio frequency identification (RFID), and wireless mobility products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. The company brings unequalled expertise to the market, offers award-winning technical support, and is an authorized service center for a growing number of manufacturers. For more information about BlueStar, please contact a BlueStar Account Executive or log on to www.bluestarinc.com.

About Aspire Technologies and QuoteWerks®

Aspire Technologies, the creators of the award winning QuoteWerks® sales quoting software, is the leading provider of sales quoting software with its award winning QuoteWerks® application deployed to thousands of businesses and enterprises worldwide. QuoteWerks® integrates with all major and leading CRM packages including ACT!™, Goldmine®, Maximizer®, MS CRM, Outlook®, TeleMagic®, salesforce.com® and SalesLogix®, SugarCRM™ and such popular accounting applications as QuickBooks® and Peachtree, enabling businesses in all industries to integrate QuoteWerks® seamlessly into their existing environments. Aspire Technologies is headquartered in Orlando, Florida and is a Microsoft Gold Certified Partner, Sage Software Gold Level Development Partner, and an HP DSP Partner. For more information please visit www.quotewerks.com.

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Online Web 2.0 Version

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News Image





Blue Ridge/Secure AppGuard Protects Users from Latest Internet Explorer ActiveX Attacks

Users warned Video ActiveX control exploit now hosted on thousands of web sites worldwide.

Chantilly, VA (PRWEB) July 10, 2009 -- Every Windows XP computer is at risk from ongoing attacks that exploit a vulnerability identified in a combination of Internet Explorer and an ActiveX control. Microsoft reports that malicious software is silently installed when users view a compromised web page and can be instructed to steal identity, passwords, credit card data, and sensitive enterprise information. In the past month alone, tens of thousands of reputable websites have reportedly been compromised to serve malicious software components such as those used in these attacks.

Computers with [Blue Ridge/Secure AppGuard](#) or [Blue Ridge/Secure EdgeGuard](#) security software:
Are Already Protected from these Attacks
May Safely View Compromised Websites
Require None of the Workarounds Urged by Microsoft
Are Protected from the Next Outbreak

The probability of the anti-virus/spyware security software found on the typical consumer or enterprise computer successfully blocking one of these attacks is less than 50%. Malware makers have become proficient in systematically attacking the fundamental weakness of these decade's old products: their dependence on malware signatures to stop attacks.

Botnets can alter the signatures of their outbound malware every 10 minutes. Because anti-virus/spyware vendors can take weeks or even months to detect, build, and distribute new signatures, cybercriminals are confident that their attacks will be undetected and successful.

Every consumer and every enterprise must look at supplementing the protection they get from their existing anti-virus/spyware computer software with something that stops these increasingly sophisticated zero-day attacks.

The technology employed by AppGuard and EdgeGuard does not rely on having malware signatures. Instead, it places applications such as Internet Explorer 'under guard' to prevent attackers from forcing applications to execute malicious code. Additionally, AppGuard and EdgeGuard stop unknown software that attempts to launch from "My Documents", "Desktop", additional hard drives, and "user space". Likewise, AppGuard and EdgeGuard prevent malware hidden on a USB device from attacking the computer it's plugged into.

"I challenge analysts and reporters that cover information security issues to identify a computer protection solution that provides protection as effective as AppGuard or EdgeGuard but that is also as easy to use", says Mike Fumai, CEO of Blue Ridge Networks.

Full protection from zero-day exploit attacks is up and running in a fraction of the time required to configure host intrusion prevention system (HIPS) software from legacy solution providers. In addition, AppGuard is a fraction



of the cost and requires no user intervention to ensure malware is stopped. Neither AppGuard nor EdgeGuard require highly-paid, highly-skilled technicians to fully implement. AppGuard and EdgeGuard can be installed and fully configured by anyone that knows how to install a web browser.

[Blue Ridge/Secure AppGuard](#) is priced at \$24.95 per user and is available for purchase and download today.

About Blue Ridge Networks

For over 12 years Blue Ridge Networks has helped commercial and government customers securely connect and conduct business over the most secure and cost-effective networks in the world. Our solutions have consistently enabled increased application performance and endpoint security, supported network scalability, simplified management, and reduced the total cost of doing business. Blue Ridge Networks solutions represent high standards of security as evidenced by numerous government certifications and compliance with key industry standards.

More information about our products and managed services can be found by visiting www.blueridgenetworks.com.

You may also follow us on Twitter at www.twitter.com/BlueRidgeNet

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You can read the online version of this press release [here](#).



Dave McClure Talks About The Elephant in the Room

Keynote at July 21 CTO Roundtable Looks at Asian Tech Development and Where Outsourcing Fits In

San Jose, CA (PRWEB) July 10, 2009 -- "With cash tight, and innovators determined to push forward with product development, outsourcing is an obvious option that isn't discussed openly enough," says Dave McClure, self-proclaimed geek and the force behind Startonomics, Startup2Startup, Founders Fund, and Geeks on a Plane.

Just back from his tech tour of China and Japan, McClure is fired up and ready to talk about the elephant in the room. "I have a fresh view of the talent and business activities going on in China and Japan, and I want to use that to take an honest look at how young tech companies should look to build out their resources."

Interested CTO's, VP's of Engineering, and Entrepreneurs can join him at a roundtable dinner on July 21 in San Jose. McClure will lead a conversation with panelists Elliott Ng (VP of Marketing of UpTake; founder of CNReviews.com); Stan Kwong (former head of worldwide developer marketing for IBM); and Gary Swart (CEO from oDesk, the marketplace for distributed teams).

Dinner will follow the panel discussion, and each table has a moderator with direct experience in cross-border tech development - executives from Google, Adobe, and Institute for the Future who will keep conversations going among attendees. Details and registration, limited to 48, are at <http://morewithless.eventbrite.com>.

The roundtable dinner is organized by The China Business Network - which will compile the evening's conversation into a white paper. The evening's sponsor is Symbio, an advanced software and engineering company with research and implementation centers in Greater China and Northern Europe.

Randy Lee, General Manager for Symbio says, "Since 1994, we have been in the business of product co-creation. Silicon Valley is where most of the world's great applications are conceived. I want to invite Valley executives to consider that China-based resources can accelerate time to market, minimize cost, and open up Asian markets for their products."

The China Business Network <http://thechinabusinessnetwork.com> is a membership organization that helps everyone working between China and the west to be more successful. TCBN connects its members with online tools and offline events; provides individuals with the means to share insights, exchange ideas, and find the resources they need to succeed. Membership is open to anyone who sees China business expertise as valuable, whether a part of the diaspora of expats and Chinese professionals, or professionals newer on the learning curve looking to get better connected.

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You can read the online version of this press release [here](#).



Live Alligator Loose in Downtown Fort Lauderdale

Computer repair company launches; taking a byte out of local citizens

Ft. Lauderdale, FL (PRWEB) July 10, 2009 -- Gatortech, a new computer repair and web development company, has chosen an interesting spokesman to help get the word out about its launch: a 9-foot, live alligator.

From 11:00am to 1:00pm on Tuesday, July 14th, the 9-foot alligator will parade the streets of downtown Fort Lauderdale, just southwest of the Starbucks located at 350 Las Olas Boulevard to help spread the following message to local business owners and residents: "Gators are dangerous, using your computer shouldn't be."

Gatortech will have a film crew on site to film the event and with the help of a gator wrangler, interested passersby can get a picture by the company spokesman.

With the added publicity of a live alligator for its launch, Gatortech hopes to gain the attention of local businesses looking for a next-generation computer repair, web development, IT and server support company.

Gatortech is located one block from City Hall at 300 North Andrews, making the company the first IT company based in downtown Fort Lauderdale. This prime location will allow businesses and residents to access quick on-site and offsite service and preventive maintenance.

By combining on-site and remote technical assistance, Gatortech will help businesses reduce their IT costs by up to 50%. Businesses that choose Gatortech for their IT needs will be able to save by outsourcing, while still benefitting from quick, on-site assistance when necessary.

For more details on the Gatortech launch, please contact Gatortech CEO Scott Ownbey at 954-462-4000.

About Gatortech

Gatortech is an offshoot of the IT division of Interactive Art Services, Inc. a holding company for Storyboards Online, AnimaticMedia and ShanghaiPop. After 10 years of contributing top animation spots and storyboards to leading ad agencies, Gatortech is taking the proprietary technology that has fueled these online animation services and using it to offer local businesses and residents on-site and remote IT support that will help greatly reduce costs with no reduction in service, support and value. Visit www.GatorTechnology.com for more information.

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You can read the online version of this press release [here](#).



Dentists4kids.Com Teams Up With Turnhere To Provide Internet Videos To Its Customers

Dentists4kids.com has partnered with TurnHere Online Videos to provide high-quality online videos for their customer's websites. Shaped into a compelling narrative story with engaging music and a strong call to action, their video will increase new patient numbers. Recent research shows videos increase calls by 20%, clicks for more information by 32% and overall customer response by 52%.

Arlington, TX (PRWEB) July 10, 2009 -- Dentists4kids.com is introducing a new online video advertising product for their customers that will help increase their visibility on the Internet. With more than 14 billion videos viewed online each month, more businesses are turning to online video as an effective way to engage viewers and win more business. Dentists4kids.com's customers can now take advantage of this growing trend to showcase their practice online with a high-quality video at a price far below traditional video advertising. This is all thanks to a new affiliate partnership with TurnHere, a leading Internet video production company.

"The agreement with TurnHere is indicative of our continuing commitment to remain on the cutting edge of technology by providing our customers with a low-cost, high-quality, online video to enhance their website and Internet marketing experience," said Julie Pease, Dentists4kids.com's President and CEO.

These 60 second online video ads consist of an interview with the dentist, footage of products, services, patient testimonials and a tour of the practice location, far superior to what is offered in traditional 30-second cable television spots.

Shaped into a compelling narrative story with engaging music and a strong call to action, this video will increase new patient numbers. Recent research shows videos increase calls by 20%, clicks for more information by 32% and overall customer response by 52%.

Dentists4kids.com's videos, provided by TurnHere, will be syndicated and promoted across the top video sites and search engines on the Internet, with customer's videos appearing on YouTube, Yahoo! Video, MySpace, Google Local and others. Online videos will expose Dentists4kids.com's customers to potential new patients across the Web in an entirely new way. And for a limited time all online videos are discounted \$400. Visit the "For Dentist" section of the Dentists4kids.com website for more information.

Dentists4kids.com is the leading company in website design and Internet marketing exclusively for pediatric dentists nationwide, since 2000.

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Voom Interprets Broad Supreme Court Ruling Requiring Analysts' Live Testimony to Apply to Computer Forensics

According to Voom Technologies, Inc., Recent Supreme Court ruling places computer forensics under the scope of Court's requirement for live testimony by forensic analysts. Although this controversial 5 to 4 decision was well-debated and resolved on constitutional grounds, the ramifications may include increased burdens placed on already over-taxed cybercrime labs that, according to the FBI, have seen a 2000 percent rise in cases opened since 1996.

Minneapolis, MN (Vocus) July 8, 2009 -- If computer forensic analysts think they're bogged down in the lab, overburdened by the exorbitant 2000 percent rise in the number of cybercrime cases opened since 1996 [as reported by the FBI](#), wait until they get to the courtroom. They may not see the lab again, according to Voom.

In a U.S. Supreme Court ruling handed down last month in the case of *Melendez-Diaz v. Massachusetts*, the Court held that "certificates" of forensic findings were admitted in error. In a controversial 5 to 4 vote that reversed the judgment of the Massachusetts Appeals Court, the Supreme Court held that admission of notarized forensic analysts' reports violated the defendant's 6th Amendment right to confront witnesses against him under the Confrontation Clause. In the absence of live testimony by forensic analysts, such evidence was precluded.

Although the forensic evidence in question was drug-related, the Court's ruling was not limited to any particular discipline of forensics. In fact, referencing potential errors introduced through forensic analysts, Justice Scalia, who delivered the Court's prevailing opinion in this case, notes "The same is true of many of the other types of forensic evidence commonly used in criminal prosecutions." Given this and absent limitations, all forensic disciplines, including computer forensics, appear to be placed under the scope of this decision.

In the opposing opinion delivered by Justice Kennedy, dissenting Justices contend that the ruling "threatens to disrupt forensic investigations across the country." For instance, "The FBI laboratory at Quantico, Virginia, supports federal, state, and local investigations across the country. Its 500 employees conduct over one million scientific [drug tests each year." This means that "before any of those million tests reaches a jury, at least one of the laboratory's analysts . . . must read aloud notes made months ago," with no reason to believe that a forensic analyst's live testimony will deviate from the report.

Dissenting Justices also point out that the ruling did not define the term "analyst." Further, the term "analyst" is not found in the Confrontation Clause, and there is no precedent on which to base the definition. Therefore, identification of anyone who qualifies as the analyst in any given case is left to the individual States. Thus, it appears this ruling will, indeed, require the forensic examiner performing the analytics to testify regarding the nature of the evidence as well as the forensic procedures involved, thereby significantly affecting analysts nationwide.

More on the [ruling and related opinions](#):

Justice Scalia contends that "certificates" of evidence by forensic analysts that substantiate facts used by the prosecution against a defendant qualify as "testimony" against that defendant and thereby fall under the 6th Amendment Confrontation Clause. In dissenting opinion, it is argued that scientific evidence submitted to courts via analysts' certificates is offered by "unconventional" witnesses, in the sense that these witnesses have no personal knowledge of the defendant's guilt and merely present scientifically neutral facts. Accordingly, "Laboratory analysts are not 'witnesses against' the defendant," and, for this reason and others, certificates do not qualify as testimony.

Justice Scalia refutes this dissenting opinion, "The 'certificates' are functionally identical to live, in-court testimony, doing 'precisely what a witness does on direct examination.'" Justice Scalia explains that submissions of such testimony are not exempt from the Confrontation Clause solely based on their supposed scientific neutrality; scientific errors and fraudulent statements are made by analysts in some cases. The fact that this testimony is sworn to and signed in front of a notary only affirms the origin of the document and says nothing about the substance of the evidence. Therefore, testimony thus given requires, under the 6th Amendment, that the defendant be provided an opportunity to confront the witnesses.

Justice Scalia further explains that there are, in essence, two classes of witnesses covered under the 6th Amendment; witnesses for the defendant and witnesses against the defendant. Witnesses for the defendant are covered under the Compulsory Process Clause that "guarantees a defendant the right to call witnesses 'in his favor.'" Witnesses against the defendant are covered under the Confrontation Clause that "guarantees a defendant the right to be confronted with the witnesses 'against him.'" In the ruling it was asserted that merely being able to subpoena an analyst did not negate the defendant's right to confront that witness. Without the right of confrontation, a subpoenaed forensic analyst's "certificate" or affidavit could still be entered into evidence, even if that analyst failed to appear before the court. Dissenting Justices claim the Court's ruling is "windfall for defendants." According to their opinion, "Guilty defendants will go free, on the most technical grounds, as a direct result of today's decision."

Additionally, dissenting Justices claim that the Court's decision will place an onerous burden on taxpayers and on the prosecution, as well as the entire court system, including forensic analysts, who "already spent considerable time testifying." According to this opposition, for instance, "Cleveland's district attorney prosecuted 14,000 drug crimes [alone in 2007]." Statistics indicate that "each of the city's 6 drug analysts (two of whom work only part time) must then testify in 117 drug cases next year." Justice Scalia refuted this argument indicating that "Many States have already adopted the constitutional rule we announce today, while many others permit the defendant to assert (or forfeit by silence) his Confrontation Clause right after receiving notice of the prosecution's intent to use a forensic analyst's report." Justice Scalia made it clear that, while the impact of any Supreme Court ruling should be considered, that consideration should not outweigh the Court's pure interpretation of the Constitution, nor should constitutional rights be compromised "because they make the prosecution's task burdensome."

"This clearly was a well-debated decision that was resolved on constitutional grounds," said Voom CEO David Biessener. "Although it seems as if this Supreme Court ruling will be yet another millstone around the necks of already over-taxed cybercrime examiners, only time will reveal the magnitude of its weight. Now, it is up to the States, in conjunction with cybercrimes labs, to effectively handle this potential new burden on computer forensic analysts."



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GoAnimate Launches New SaaS Model to Empower Greater Online Brand Interaction for All Companies

Enables Next Evolutionary Stage in Brand Interaction

New York, NY (PRWEB) July 9, 2009 -- GoAnimate.com, the online platform that enables everyone to easily create their own customizable animations, today announced it is making its animation platform available as a service to enable all companies to deploy GoAnimate's animation capabilities on their own Web sites to increase brand interaction. This software-as-a-service (SaaS) approach enables any brand to integrate GoAnimate's automated animation capabilities into their own site, as opposed to licensing their brand for use on GoAnimate.com.

"For the last year at GoAnimate.com, we have been helping major brands from hip-hop stars like Akon to major movie franchises like Star Trek to give their fans an entirely new way to interact with them via their own customizable animations," said Alvin Hung, Founder and CEO, GoAnimate. "By licensing the GoAnimate platform as a service, we are enabling companies to integrate our advanced animation automation technology into their own Web sites for a completely new brand interaction tool that introduces a revolution in how customers and fans engage with their favorite brands."

In related news, top children's channel Cartoon Network announced that it is using GoAnimate's SaaS platform to power their Toon Creator Awards program, a regional interactive platform which aims to inspire creativity in kids through technology.

The Next Evolutionary Stage in Brand Interaction

The term "brand interaction" is thrown around a lot these days, and often times is used to refer to brands' use of social media and social networking tools like Facebook and Twitter to engage their audiences. While some brands do use these tools effectively to interact with their customers and fans, most brands use them primarily as broadcasting tools - new ways to tell a lot of people what the brand is up to. This does not always encourage true "brand interaction", where the customer or fan is empowered to engage and interact with the brand on their terms.

GoAnimate enables this next evolutionary step in brand interaction, putting customizable, animated versions of the brands into the hands of customers and fans and enabling them to create their own content. Some examples of brands that have animated themselves for their fans' enjoyment include:

- The Star Trek movie characters
- The characters from the popular Street Fighter video game
- Hip-hop star Akon
- Country music icon Willie Nelson
- Japanese viral sensation Domo
- The It's Happy Bunny character
- And many more from classic cartoons to political figures

With the new GoAnimate SaaS offering, GoAnimate takes interactive branding to a whole new level by licensing their technology to separate brands - as opposed to licensing content from brands for use on GoAnimate.com -



enabling companies to offer a completely unique, customizable animation experience to their fans on their very own site.

About GoAnimate, Inc.

GoAnimate is an online animation platform that enables everyone to create and share short animated films. In the past, creating animations required technical skills and artistic talent. Now, with GoAnimate, everyone can make fully customized animations with just a few clicks.

Using a Software-as-a-Service (SaaS) model, GoAnimate also enables media companies and global businesses to integrate the animation platform into their own websites.

Founded in 2007, GoAnimate has offices in New York and Hong Kong. The GoAnimate team consists of proven entrepreneurs, expert marketers and established brand builders. They have held management positions with industry leaders such as Oracle, Hasbro, RC2, Quantum Studios, and ImagineAsia. We believe the world is made up of great stories, and we want to empower you to creatively tell yours and then share them with your world.

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You can read the online version of this press release [here](#).



U.S. Census Bureau's Tim Trainor to Speak at ESRI International User Conference

Attendees Will Learn How GIS Is Used to Collect and Manage Information That Impacts the Lives of Millions

Redlands, California (PRWEB) July 9, 2009 -- Attendees at the 2009 ESRI International User Conference (ESRI UC) will hear from Tim Trainor, chief, Geography Division, United States Census Bureau, during the event's Plenary Session. Trainor will discuss how [geographic information system \(GIS\) technology](#) is enabling the Census Bureau to efficiently collect quality data about the nation's people and economy.

Through Trainor's presentation, attendees will gain insight into the enormity of the Census Bureau's data collection process. They will also learn how ESRI's GIS software is being used as a critical tool throughout the Census Bureau to prepare for and execute census surveys, both in the office and in the field. A large part of the Census Bureau's responsibilities, such as collecting, tabulating, and disseminating statistical data, has some core relationship to geography. Therefore, the Census Bureau relies on GIS to help manage this essential data that is used to make decisions that impact the lives of millions. The [Census Bureau](#) predicts that more than 44 million unique maps of data will be produced during the 2010 census.

"The amount of geographic information the Census Bureau is responsible for collecting, analyzing, and sharing with our nation is amazing," said ESRI president Jack Dangermond. "I look forward to hearing more about the Census Bureau's work and am thrilled that Tim Trainor will be at the conference to share how GIS is helping accomplish such a critical task."

The ESRI UC, the world's largest conference devoted to GIS technology, will be held July 13-17 at the San Diego Convention Center in California. The conference draws thousands of users from across the globe who come together to learn, collaborate, and discover the latest developments in GIS.

The conference theme this year is GIS: Designing Our Future. Trainor joins biologist Willie Smits and economist Hernando de Soto, other keynote speakers. To find out more about the ESRI UC and registration, visit www.esri.com/uc.

About ESRI

Since 1969, ESRI has been giving customers around the world the power to think and plan geographically. The market leader in GIS, ESRI software is used in more than 300,000 organizations worldwide including each of the 200 largest cities in the United States, most national governments, more than two-thirds of Fortune 500 companies, and more than 7,000 colleges and universities. ESRI applications, running on more than one million desktops and thousands of Web and enterprise servers, provide the backbone for the world's mapping and spatial analysis. ESRI is the only vendor that provides complete technical solutions for desktop, mobile, server, and



Internet platforms. Visit us at www.esri.com.

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You can read the online version of this press release [here](#).



Online Tech Offers Rackspace Customers a Soft Landing

In a response to numerous power outages at Rackspace, Online Tech is offering Rackspace customers an easy transition plan to managed servers in its SAS-70 audited data centers. Online Tech is waiving the setup and first month fee for all Rackspace customers that upgrade to Online Tech's data centers.

Ann Arbor, MI (PRWEB) July 9, 2009 -- In a response to [numerous power outages at Rackspace](#), Online Tech is offering Rackspace customers an easy transition plan to managed servers in its SAS-70 audited data centers. Online Tech is waiving the setup and first month fee for all Rackspace customers that upgrade to Online Tech's data centers.

Online Tech focuses on high availability applications with three SAS-70 audited data centers sitting across two separate power grids and interconnected with high speed fiber for automatic failover. Rackspace customers upgrading to Online Tech will have their [managed servers](#) housed in the former General Motors data center in mid-Michigan which Online Tech bought in 2005. This data center has performed at [100% uptime](#) in power delivery over the last 4 years running - never experiencing an outage.

Online Tech delivers highly available managed colocation and dedicated servers to hosting and SaaS companies that need to be always on and always online. "We're focused on delivering 100% uptime and fast, professional support for our clients across the country" according to Yan Ness, CEO of Online Tech. "Our motto is 'no fanatics allowed and no heroics needed'. Fanatics scare us because they can go off the rail and be very unpredictable. We build the systems and processes to deliver 100% uptime and deliver highly focused customer support. We hire professionals that can get the job done without heroics."

To take advantage of Online Tech's upgrade offer, current Rackspace customers can visit Online Tech at www.onlinetech.com or call (734) 213-2020.

About Online Tech

Online Tech is Michigan's premier Managed Data Center Operator. Online Tech helps companies manage their growing demand for data and computing capacity through its SAS-70 secure and reliable multi-tenant data centers. With a full range of [colocation](#), [managed server hosting](#), industry leaders trust Online Tech to insure their servers are always on, always online, and always safe.

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News Image





QuoteWerks Offers Users Seamless Integration with SugarCRM

QuoteWerks and SugarCRM partner to deliver sales quoting efficiencies to the Open Source and On-Demand CRM communities.

Orlando, FL (Vocus) -- Aspire Technologies, Inc., a leading provider of sales quoting software solutions for the global small and mid-markets, today announced its newly developed [QuoteWerks](#) integration with [SugarCRM](#) and a new partnership with the leading provider of open source CRM solutions for small, medium, and large enterprises world wide. Under terms of the partnership, QuoteWerks will be offered through the SugarExchange marketplace.

"Sales quoting and CRM go hand in hand," said Keith Carrington, vice president of sales and marketing for Aspire Technologies, Inc. "Companies want to have a seamless, accurate, and efficient sales quoting process which makes use of vital customer and sales opportunity data that typically reside in disparate CRM, Accounting, and quoting systems. This integration makes it possible to achieve both quoting automation and a competitive advantage affordably and with minimal effort."

Features of the new QuoteWerks integration for SugarCRM include:

- * QuoteWerks lets users search the SugarCRM database for a Contact or Account to use in the quote.
- * When saving a quote, QuoteWerks automatically creates a Note record for the contact and will attach a linked document to the Note, from which the user can, at a later time, launch QuoteWerks and open the quote for review and modification.
- * When saving a quote, QuoteWerks will automatically create or update a Sales Opportunity under the Sales tab for the Contact in SugarCRM.
- * When a sale is made, QuoteWerks will convert the quote to an order and also convert the existing SugarCRM Sales Opportunity into a "Closed as Won" sale.
- * QuoteWerks will also offer to schedule a follow-up call, in SugarCRM, for the user when saving a quote or quote revision.
- * With the built-in QuoteWerks print layout designer, users can easily insert data fields from SugarCRM directly into the QuoteWerks print layout.
- * QuoteWerks can pull lookup list information from SugarCRM.

QuoteWerks integrates with SugarCRM versions 5.1 and 5.2 including Community, Express, Professional, and Enterprise editions. For detailed descriptions of the integration features and to view screenshots, please visit <http://www.quotewerks.com/sugarcrm.asp>.

SugarCRM currently has over 500,000 users in 195 countries, while QuoteWerks has 50,000 users in 101 countries. Given the seamless integration between the two applications, both companies anticipate strong demand for their products across multiple industries and markets.

"The market for on-demand CRM applications such as SugarCRM is expected to grow by an estimated CAGR of 17.4% between now and 2013," said Carrington. "Given the quality and stability of our product and its



integration with SugarCRM coupled with the leadership role we hold in the marketplace, QuoteWerks is ideally positioned to serve the growing needs of small, medium, and large enterprise organizations."

The QuoteWerks integration for SugarCRM is included in Build 47 which was commercially released earlier today by Aspire Technologies, Inc. Current QuoteWerks 4.0 users who are current on their Update Maintenance Plan may immediately access and download Build 47 from the QuoteWerks website. Build 47 is also shipping on all new orders of QuoteWerks. QuoteWerks 4.0 users who are not current on their UMP and all existing QuoteWerks 3.0 users should contact Aspire Technologies, Inc. or their QuoteWerks reseller to obtain Build 47. To view a complete list of the 27 new enhancements and features included in Build 47, please visit:

<http://www.quotewerks.com/updates/UpdateAgent.asp?VersionBuild=4.0.47&Version=4.0&Build=47>

About Aspire Technologies and QuoteWerks®

Aspire Technologies, the creators of the award winning QuoteWerks® sales quoting software, is the leading provider of sales quoting software with its award winning QuoteWerks® application deployed to thousands of businesses and enterprises worldwide. QuoteWerks® integrates with all major and leading CRM packages including ACT!™, Goldmine®, Maximizer®, MS CRM, Outlook®, TeleMagic®, salesforce.com® and SalesLogix®, SugarCRM™ and such popular accounting applications as QuickBooks® and Peachtree, enabling businesses in all industries to integrate QuoteWerks® seamlessly into their existing environments. Aspire Technologies is headquartered in Orlando, Florida and is a Microsoft Gold Certified Partner, Sage Software Gold Level Development Partner, and an HP DSP Partner. For more information please visit www.quotewerks.com.

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Promethean, Model Metrics and Salesforce.com Team to Deploy Interactive Website with Force.com Sites

With a single cloud computing platform, Promethean accesses integrated website and portal, order capture and configuration, and customer relationship management.

Chicago, IL and London (PRWeb UK) 8 July, 2009 -- [Model Metrics](#), a leading cloud computing technology company and salesforce.com NYSE: CRM, the enterprise cloud computing company, today announced that [Promethean](#), a global leader and innovator in interactive learning solutions, has deployed a new interactive, online experience for its customers and partners. Developed by Model Metrics, the new Web site utilizes the new Force.com Sites capability of [salesforce.com's](#) Force.com cloud computing platform to enable a unique Web experience for visitors to Promethean's Web properties.

The new solution, developed in only two months on the Force.com platform, leverages Force.com Sites and Adobe Flex to provide a compelling user experience for both customers and partners. Promethean's new Web site enables the company to easily control homepage promotions, while managing product pricing presented on its Web site from its Salesforce CRM application. For customers and distribution partners, the new solution allows customers to dynamically configure an order, save it to their profile, and find a channel partner for purchase.

"With Force.com Sites and Model Metrics, we created a single system to manage our internal product, customer, and partner information, present that information in a compelling way on our Web site, and automate order capture and distribution," said Darren Murray, Global IT Director of Promethean. "This would not have been possible without the technical expertise of Model Metrics and the scalable, flexible cloud platform from salesforce.com."

Force.com Sites, a new capability of the Force.com platform, allows Promethean to run its Web site in salesforce.com's cloud. Force.com Sites gives the company the power to publish information from applications built on Force.com to its prospects, customers, and partners through its Web site, enabling one system to manage its customer and channel relationships. By running its Web site on Force.com Sites, Promethean can focus on creating, producing, and selling its world class ActivClassroom suite of interactive learning technology solutions, rather than managing and maintaining IT infrastructure.

"Promethean is a cutting edge technology company providing world class, interactive learning technologies to classrooms across the globe. With such high standards, they needed to pick a technology platform and partners that matched these values," said Adam Caplan, CEO of Model Metrics. "We believe this partnership between salesforce.com, Model Metrics, and Promethean will become a key differentiator for the company in the future."

Promethean is one of the 59,300 companies of all sizes, industries and geographies that comprised the salesforce.com customer base as of April 30, 2009. Revenue and subscribers will be recognized as the service is delivered.

About Promethean:

Promethean is a global leader in interactive classroom solutions that empowers teachers to engage, educate,



assess and motivate learners. Developed by and for educators, its award-winning products help teachers to prepare digital lessons quickly and with greater ease. The technology enables them to create, customise and integrate text, web, video and audio content, so they can more easily capture students' attention and accommodate different learning styles.

Relevant to all levels of education, the ActivClassroom is an innovative and integrated suite of solutions that encompass ActivBoard interactive whiteboards, ActivInspire interactive software and ActiVote and ActivExpression Learner Response Systems that permit instantaneous assessment of pupils' comprehension of lessons.

Beyond the classroom, Promethean's integrated learning system also provides comprehensive training and support. Promethean Planet (www.PrometheanPlanet.com) is the largest online teacher forum for premium interactive content. Nearly 400,000 educators from around the world can access downloadable flipcharts, engage in conversations on the ActivEducator blog and share best practice to make lessons more fun and engaging.

For more information, please visit www.PrometheanWorld.com.

About Salesforce.com:

Salesforce.com is the enterprise cloud computing company. The company's portfolio of Salesforce CRM applications, available at <http://www.salesforce.com/products/>, has revolutionized the ways that companies collaborate and communicate with their customers across sales, marketing and service. The company's Force.com platform (<http://www.salesforce.com/platform/>) enables customers, partners and developers to quickly build powerful business applications to run every part of the enterprise in the cloud. Based on salesforce.com's real-time, multi-tenant architecture, Salesforce CRM and Force.com offer the fastest path to customer success with cloud computing.

As of April 30, 2009, salesforce.com manages customer information for approximately 59,300 customers including Allianz Commercial, Dell, Dow Jones Newswires, Japan Post, Kaiser Permanente, KONE, and SunTrust Banks. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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About Model Metrics:

Model Metrics delivers applications and services at the cutting edge of the fast growing Cloud Computing industry. Since its founding in 2003, Model Metrics has become one of salesforce.com's most diversified and respected partners. Headquartered in Chicago with offices in San Francisco, Los Angeles, New York, Detroit,



Minneapolis and Dallas, Model Metrics' customer base spans all industries and includes enterprises such as Abbott, Allstate, Aon, Cars.com, CME Group, Honeywell, InfoUSA, MasterCard, Medtronic and Orbitz.

With a focus on mobile and contact center technology, CRM and eCommerce, business process and change management innovation, and custom development, Model Metrics has completed hundreds of engagements in both mid-sized and Fortune 1000 companies. Its world-class application development skills using Force.com, Amazon Web Services, Google, Adobe Flex and AIR, and the Apple iPhone enable the creation of custom applications featuring multimedia-rich user experiences. To learn more, visit www.modelmetrics.com or call 877.542.2885.

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You can read the online version of this press release [here](#).



TenDigits Launches New Version of MobileAccess to Improve Capability and Manageability of Mobility Solutions for Microsoft Dynamics CRM

Enhancements for Access to Microsoft Dynamics CRM from BlackBerry® and Windows Mobile Devices Improve the Experience for both Users and IT Managers

Vancouver, BC (Vocus) July 9, 2009 -- [TenDigits Software Inc.](#), a leading provider of mobility solutions for Microsoft (MSFT: NASDAQ) Dynamics CRM, today announced the release of MobileAccess 4.5. This release provides enhancements to both user and IT manager capabilities while also keeping pace with new advances in both BlackBerry® and Windows Mobile devices. For users, an enhanced look-and-feel and increased responsiveness is coupled with new features taking advantage of leading edge smartphone capabilities. For example, users can capture photos, with GPS coordinates and time data embedded into records, immediately extending CRM's usefulness in documenting assets, incidents or other relevant business events.

"Many of our customers are excited about the ability to capture photos and upload files like video and voice recordings from their mobile smartphones, directly into CRM. It's the first time I've seen this capability in a [mobile CRM](#) product," said Dave Weiner, VP of Microsoft Dynamics, Cole Systems Associates, Inc. "If a picture is worth a thousand words, I'm sure this will save a significant amount of typing out in the field. As well, this capability will greatly improve the richness, quality and value of the data being collected in the field."

In addition to the highly visible benefits to end users, many of this releases innovations are found in capabilities for manageability, customization and deployment options.

"This release reflects our commitment to providing the most comprehensive support for Microsoft Dynamics CRM on BlackBerry® and Windows Mobile Devices," commented Derek Warburton, VP of Sales, at TenDigits. "While also demonstrating our ongoing innovation efforts to enhance the adaptability, performance and manageability of our mobile solution platform."

The major features added to MobileAccess 4.5 are described below.

- New End User Capabilities - A richer set of capabilities are made available through Smart Actionable Alerts™ and new integrated features including the ability to capture photos and upload files of any type to Dynamics CRM from smartphones.
- User Interface Enhancements - A faster, more intuitive icon-driven user interface as well as enhancements to multi-tasking navigation.
- Expanded Device Support - Increased support for new capabilities in new BlackBerry® and Windows Mobile Devices, including BlackBerry Storm support.
- Performance Enhancements - Improved end-to-end performance encompassing enhanced interface responsiveness, synchronization speed and deployment efficiency.
- New Deployment and Configuration Capabilities - Simplified deployment of secure key infrastructure, support for deployment of MobileAccess for both Dynamics CRM 3.0 and 4.0, and new configuration options for



leveraging GPS, barcode, photo and audio device capabilities.

- Management Enhancements - The administrator console features an improved look-and-feel and simplifies deployment, improving IT management efficiency and effectiveness.

An extensive list of new features can be found at <http://www.tendigits.com/key-features.html>.

"MobileAccess provides extensive capabilities for organizations to increase mobile worker productivity without compromising on flexibility or manageability," said Brad Wilson, General Manager for Microsoft Dynamics CRM. "Organizations are increasingly wanting to improve workforce responsiveness and Microsoft Dynamics CRM and TenDigits MobileAccess are a great way to achieve this."

New integrated features include support for photo capture, barcode scanning, signature capture (Windows Mobile only) and GPS coordinate capture support. These capabilities mean visual records, asset tracking, transaction sign-off, and location-based tracking can become integral parts of customer records and business operations.

An icon-driven interface replaces the menu-driven interface of MobileAccess to make interactions faster and more intuitive, and making it easier to support finger-point navigation in touch-enabled devices.

A rich set of new capabilities are possible through a feature called Smart Actionable Alerts, which leverages the intelligence of smartphones to provide mobile alerts that are tightly integrated with CRM data interactions. For example, notification of a new lead assignment can result in immediate follow up and logging of prospect-specific activities. In fact, any workflow designed for a Dynamics CRM deployment can leverage the new Smart Actionable Alerts feature so that business processes can be supported, and in fact accelerated, among key participants who are out of the office.

About TenDigits Software

TenDigits is a global leader in Always-Available wireless CRM solutions that increase mobile workforce productivity. As a recognized expert in the CRM mobility sector, TenDigits is committed to creating intelligent mobile products that help customers meet their key business objectives. Its flagship product, MobileAccess® for [Microsoft Dynamics CRM](#), increases the productivity and effectiveness of mobile sales, service and executive teams across a variety of industries. MobileAccess enables mobile professionals to utilize Microsoft Dynamics CRM anytime, anywhere with BlackBerry and Windows Mobile smartphones. For more information visit www.tendigits.com.

Read more about the [Microsoft and TenDigits Global Alliance](#). MobileAccess is a trademark of TenDigits Software, Inc. All other corporate names and / or product names are trademarks or registered trademarks of their respective companies.

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News Image





Gartner Ranks NetSuite As North America's Fastest Growing Financial Management System Vendor Among Top 10

*NetSuite's 41 Percent Growth Contrasts Sharply with Performance of On-Premise Vendors
NetSuite Only Cloud Vendor Cited*

San Mateo, Calif. (PRWEB) July 9, 2009 -- NetSuite Inc. (NYSE: N), a leading vendor of cloud computing [business software](#) suites that provide Enterprise Resource Planning ([ERP](#)), Customer Relationship Management (CRM) and Ecommerce software, today announced that it is the fastest growing [Financial Management](#) System vendor in North America amongst the top 10 vendors, according to the latest research from Gartner Dataquest (Market Share: ERP Software, North America, 2008). Despite the tough economic environment, and modest growth in the overall ERP market of 3.4 percent, NetSuite posted 41.1 percent growth in 2008 - its performance sharply contrasting with the results of the traditional on-premise vendors.

For the first time, SAP's North American market share actually declined, and only one other vendor managed to achieve double-digit growth. As the only pure Software as a Service ([SaaS](#)) ERP provider in the Gartner Dataquest Financial Management System top 10, NetSuite's growth dramatically outpaced the rest of the group, the majority of whom posted sluggish, low single-digit growth at 6 percent or less. These companies include Microsoft, Exact, Lawson, Deltek, Sage, Epicor and Infor.

"Gartner's findings indicate what we have always believed, that mission critical financial and business systems will ultimately be run in the Cloud," said Zach Nelson, CEO at NetSuite. "And in these tough economic times, the combination of powerful cost savings and time-to-value delivered by Cloud Computing will accelerate this movement."

NetSuite's growth provides clear validation that businesses are increasingly turning to SaaS for their business software. Software as a Service is forecast to have a 19.4 percent compound annual growth rate (CAGR) through 2013, which is more than triple the total market CAGR of 5.2 percent (Source: Gartner Market Trends: Software as a Service, Worldwide, 2008-2013).

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements relating to expectations, plans, and prospects including expectations relating to the future growth of SaaS market. These forward-looking statements are based upon the current expectations and beliefs of NetSuite's management as of the date of this release, and are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. All forward-looking statements in this press release are based on information available to the Company as of the date hereof, and NetSuite disclaims any obligation to update these forward-looking statements.

In particular, the following factors, among others, could cause results to differ materially from those expressed or implied by such forward-looking statements: continued adverse and unpredictable macro-economic conditions or reduced investments in on-demand applications and information technology spending and the risk of



technological developments and innovations by others. For a detailed discussion of these and other cautionary statements, please refer to the risk factors discussed in filings with the U.S. Securities and Exchange Commission ("SEC"), including but not limited to the Company's Quarterly Report on Form 10-Q for the period ending March 31, 2009, and any subsequently filed reports on Forms 10-K, 10-Q and 8-K. All documents are available through the SEC's Electronic Data Gathering Analysis and Retrieval system ("EDGAR") at www.sec.gov or NetSuite's Web site at www.netsuite.com.

For more information about NetSuite, please visit www.netsuite.com.

NOTE: NetSuite and the NetSuite logo are registered service marks of NetSuite Inc.

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You can read the online version of this press release [here](#).



10,000 Reported Complaints and Rising - Online Identity Theft is a Growing Concern Among Canadians

According to the Canadian Anti-Fraud Call Centre (CAFCC), complaints of online identity theft totaled over \$6 million in 2007 alone; unreported cases are estimated to be much higher. The Criminal Intelligence Services of Canada reports that global online identity theft trends have moved towards economic, environmental and financial crimes. No one is immune, the only way to refrain from becoming victim to identity theft, is to be cautious and aware. A non-profit credit counselling agency offers tips on maintaining online safety and security.

Toronto, Ontario (PRWEB) July 9, 2009 -- The information superhighway is granting potential thieves access to our personal information. Canadians need to beware and informed; rather than fall victim to online identity theft. Hundreds of thousands of Canadians engage in online transactions on a daily basis, unaware that identity theft can happen at several points of online contact.

"Without considering the potential long term implications of having their identity stolen, Canadians can jeopardize their financial wellbeing," according to Jeffrey Schwartz, Executive Director of Consolidated Credit Counseling Services of Canada Inc.; a non-profit credit counselling agency that has helped people recover from these very same issues.

To help, Consolidated Credit offers tips on maintaining personal identity and financial information safety:

Keep it to yourself

Keep detailed records of all online activity involving the use of your personal and credit card information.

Be Alert and aware

Investigate the website and its providers before leaving any personal or financial information; Look for security logos on the website (PayPal / Verisign). Be sure to monitor kids' activities online; children are often targets of online predators.

Use online security measures

Firewalls and Anti-Virus programs are a good investment; keeping information safe and secure.

Clear your computer before recycling

Clear files that contain any personal or financial data; thieves thrive on this information.

Seek help and report fraud to authorities

Stop all payments to websites that contain your information. Notify your banking institution immediately, change passwords right away and report the incident to the PhoneBusters National Call Centre.

Consolidated Credit Counseling Services of Canada Inc.'s mission is to help people end financial crisis and solve money problems through education and professional counseling. For more information and resources on identity theft and how to protect yourself, visit www.consolidatedcredit.ca



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You can read the online version of this press release [here](#).



Geeks On Site Offers Tips on Keeping Children Safe Online

Geeks On Site wants kids to be safe while surfing the web this summer.

Miami, FL (PRWEB) July 9, 2009 -- Summer is in full swing in August- and children are out of school and may have a lot more free time on their hands. So, Internet safety is the Geeks On Site topic this month.

Geeks on Site, not only cares about assisting Geeks On Site customers with day to day problems they have with their home PC or Mac, but issues concerning their children's safety on the Internet too.

Geeks on Site employees are not just dedicated remote technicians and administrative staff, many are parents as well. Geeks On Site understands the possible dangers of Internet access and unsupervised kids. Geeks On Site recommends not only caring for your actual PC or Mac with any one of the great service plans Geeks On Site offers, but also regularly monitor what your children are viewing on the Internet, and what websites and chat rooms they have access to as well.

Helpful Tips:

1. Create ground rules for your kids- what they can and cannot do on the Internet.
2. Research software, such as NetNanny, to help control your children's Internet activities.
3. Immediately report any inappropriate or threatening communication your child receives to your local law enforcement agency.
4. Keep communication lines open with your children- educate your kids on inappropriate issues regarding the Internet and let them know how important it is to tell you right away if they think there is a problem.

Geeks On Site has listed some websites that might be helpful-check them out.

www.fbi.gov/kids

www.webwisekids.org

www.education.com

www.onetoughjob.org

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You can read the online version of this press release [here](#).



New iPhone Application for Anesthesiologists

Silicon Valley Physician Richard O'Leary, M.D. has developed GasCoder, an iPhone application primarily for anesthesia care providers and their support staff that allows the user to quickly and easily look up CPT® and CPT® anesthesia codes.

San Jose, CA (PRWEB) July 8, 2009 -- A new iPhone application specifically for anesthesiologists and other medical professionals who work in the anesthesia field is now out on the market. GasCoder, <http://www.gascoder.com>, developed by Silicon Valley anesthesiologist Richard O'Leary, M.D. is an application for both the Apple iPhone™ and iPod touch®, that assists anesthesia personnel with looking up CPT® (Current Procedural Terminology) and CPT anesthesia billing codes for their procedures. GasCoder enables the user to quickly and easily look up these codes, which Medicare, Medicaid, and many other insurance companies require in order to pay the anesthesia provider.

GasCoder creator, Dr. O'Leary, got the idea for the application in early 2008 while using his iPhone™. "I was thinking if my iPhone could save thousands of songs, email addresses and phone numbers, there had to be a way for it to store and search for anesthesia billing codes," said Dr. O'Leary.

Every surgical procedure has two code numbers associated with it. For example, a bunion surgery has a CPT code of 28293 (correction of bunion) and the CPT anesthesia code of 00840 (anesthesia for open procedure on...the foot). There are approximately 7000 CPT codes. Each year, approximately 300-500 of the codes are modified to keep up with advances in medicine and each year the American Medical Association (AMA) publishes the CPT database which lists all of the procedures. Similarly, the American Society of Anesthesiologists (ASA) each year puts out the Crosswalk® database which links each CPT code to the appropriate CPT anesthesia code and base unit value. A base unit value is a number that reflects the complexity of the procedure and is also required for billing purposes.

GasCoder combines both the CPT and Crosswalk databases into a searchable file that can be accessed on the iPhone or iPod touch. The user is able to enter search words from the procedure using the virtual keyboard. GasCoder searches the entire CPT database and presents a list of all matching entries, with the matching words (or parts of words) highlighted for easier review. The user next selects the desired listing which best describes the surgical procedure by touching the device's screen. GasCoder then accesses the 2009 Crosswalk database to retrieve and display the correct CPT and CPT Anesthesia codes, as well as their descriptions and the base unit value for the procedure. GasCoder also includes many commonly used medical abbreviations. For instance, the user need only enter "ORIF" instead of typing "Open Reduction and Internal Fixation," making finding the correct codes quicker and easier. A list of the abbreviations is included on the information page of the program.

GasCoder went on sale in March, 2009, on the Apple App Store. The program retails for \$149. Rebates are available for group purchases. GasCoder will be shown to the anesthesia community at the Annual American Society of Anesthesiologists meeting in New Orleans on October 17-21, 2009. For more information, please visit <http://www.gascoder.com>.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Is Your Games Console Taking Your Electricity Bill Through the Roof?

Research finds that standby power drain caused by games consoles and other entertainment appliances has a significant impact on household electricity bills. By using TrickleStar's new TV TrickleSaver, gamers can now win more than the game - they can save energy AND the planet!

New York, NY (PRWEB) July 8, 2009 -- In today's society, where the focus on being environmentally aware, friendly and sustainable is key and governments are considering ways in which to reduce carbon emissions - both nationally and globally - standby power also 'stands up' as an issue of significance. However, many keen gamers and 'entertainment gizmo' junkies may not be aware of the impact that standby power is having on their electricity bills... and the planet!

TrickleStar's range of products address the issue of standby power that is consumed by PC appliances and TV accessories such as printers, modems, speakers, scanners, games consoles, DVD players, amplifiers etc by stopping the flow of standby power when they are in 'standby' mode.

"It's jaw dropping to see exactly how much of a drain simple things like leaving your games console on, or having amplifiers, satellite receivers and other entertainment devices on permanent standby can have and moreover, the cost they can add to household electricity bills," noted Bernard Emby, Founder of TrickleStar.

The Australian Consumer Association recently published an article that looked at Computer Energy Costs, including the running costs, or 'power drain' of games consoles, televisions and other entertainment system devices.

The report noted, "The device that consumed the most power in our test when in use was the PlayStation 3, closely followed by the Xbox 360 and Plasma TV. Even when idle (on, but (not) in use), these systems consumed the most power of the devices tested. Incredibly, the Playstation 3 consumed over 10 times as much power as the Nintendo Wii."

"Our tests also found that leaving a PlayStation 3 on while not in use would cost almost \$250 a year in electricity bills (charged at 15c per kWh). This alone is around five times more than it would take to run a refrigerator for the same yearly period."

"The Xbox 360 was not far behind the PlayStation 3 in energy usage costs per year, serving as an important reminder to turn off videogame systems after use."

"We have developed a range of products that effectively stop the flow, or leakage of electricity caused by standby modes on all sorts of gizmos and gadgets used in the home and office," Mr Emby added.

"When you consider that standby power has been estimated as contributing to as much as 12% of consumers electricity bills - in the home or office environment - you realise just how much standby power costs, not just for



the impact it has on our hip pockets, but on the electrical grid and the planet."

"As a parent, I know what it's like to have to check whether the kids have turned off the lights, or left the TV and their games consoles in standby mode. By using our products, parents can rest assured that even if their kids have left their PlayStation or Wii in standby mode, they won't be draining power and adding to the electricity bill."

Each of the products in the TrickleStar range is reliable, cost-effective, easy to use, environmentally friendly and offers superior technology to anything else on the market today.

The TV TrickleSaver™ is the simplest and most effective way to reduce the standby power that is consumed by TV accessory devices. The product has inbuilt current sensing circuitry that senses when a TV is on or off.

When the TV is 'on' the product will switch on all accessory devices. Conversely, when the TV is 'off', the product will switch off all accessory devices.

The 'sister product' of the TV TrickleSaver™, the PC TrickleSaver™, has been designed to offer the simplest and most effective way to reduce the standby power that is consumed by PC peripherals. The product connects to a PC via a standard USB cable and detects the power status of a PC via the USB port.

When a PC is powered the product will switch 'on' all peripherals. Conversely, when a PC is switched 'off', the product will switch off all peripherals.

Both the PC TrickleSaver™ and TV TrickleSaver™ are typically connected to a standard electrical powerstrip in order to manage a number of connected devices, so there is no need to replace existing powerstrips in the home in order to utilise the TrickleSaver units and save power.

TrickleStar has also developed an online power standby calculator which is on the TrickleStar website (www.tricklestar.com). The calculator enables users to configure their own PC or entertainment system, the hours they use the equipment and the cost of their electricity. The calculator can then provide data specifying the amount of electricity saved, CO2 saved and the 'environmental payback' period. The calculator uses independent data sourced from AMEE and DEFRA.

Mr Emby noted, "A report issued in 2001 by the IEA (International Energy Agency) stated that 'we can reduce standby power consumption by about 74 per cent using cost-effective technologies and design changes'. We see that our range of clever, efficient products offer the way forward when it comes to minimising waste and environmental impact."

"While every little bit of wasted standby power makes a big impact, every little bit of power that we save makes an even bigger impact and helps us leave a planet for our children's children. So, in short, every home and business across the globe will benefit from becoming a 'TrickleSaver' and the environment will thank us all," he concluded.

TrickleStar's range of products is now available in the United States, Canada and Mexico as well as a number of



other international markets. TrickleStar's range of TrickleSaver products for North America can also be purchased online at the TrickleStar Store - www.tricklestar.com.

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Summer Temperatures Set to Claim Server Victims, Industry Warned

As the first incidents of overheating occur, companies need to protect their servers from the threats to business continuity posed by summer weather, Redstation advises.

Gosport, Hampshire (PRWeb UK) July 7, 2009 -- Soaring summer temperatures could cause servers to overheat and crash leading to widespread business disruption and the summer heat has already claimed its first data centre victim. This is the warning of Hampshire-based data centre and hosting specialist, Redstation, which has also issued guidelines on what questions IT directors should be doing internally and asking of their hosts over the summer months.

Earlier this summer servers at a major London data centre in the City of London - which hosts popular website Last.fm, among others - overheated when a chilling system failed, leading to outages. Typically, data centres should run between 21-28°C, but Redstation warns that many in-house server rooms do not have redundant cooling systems - often due to cost - which means that air conditioning units could trip and cause servers to overheat and crash. Even some well-equipped hosted services providers have struggled, as the London data centre incident demonstrates.

"While we may enjoy the sun, data centres typically have a harder time of it as the heat adds extra pressure to cooling systems," warned Redstation's Richard Deacon. "For organisations that cannot afford for their servers to fail, the only way to ensure uptime is to either deploy redundant cooling onsite or outsource to trusted service providers which can guarantee your servers will always be maintained at optimum temperatures."

Redstation recommends that IT directors take the following steps to avoid onsite overheating:

- Closely monitor servers and regularly test to see how each performs in higher temperatures
- Install temperature sensors into your server room, so equipment temperatures can be monitored and make sure the server room temperature does not exceed 28°C and beware of isolated hotspots
- Back-up data even more regularly than usual to coincide with the increased risk
- Establish or review existing contingency procedures in case of overheating to guarantee business continuity
- Make management aware of the increased threat during this period. The board may not contain technical people but a pre-emptive warning will ensure no unpleasant surprises if downtime does occur and may even secure more budget for contingency strategies

If IT directors are not confident that they have adequate power or redundancy to cool their servers and are unable to upgrade cooling systems then they should consider outsourcing to a specialist. If so, they should follow the below procedures, Redstation advises:

- Visit your potential data centre and ask them about their Plan B and Plan C in case of a power outage

- Research the history of the data centre operator online and look at its client list. This should help you form an opinion on its level of competency
- When choosing a provider, don't cut costs. Hosting costs can vary but it's not worth taking the risk with a 'cheaper option', which may be cutting corners which could backfire on you in the long term

Clive Longbottom of analyst group Quocirca said that outsourcing was a suitable approach to better uptime during hot weather.

"Hosted data centre service providers are focused on managing the data centre - that is their business, and they do not have any other areas to concentrate on that could de-focus them. Their whole business model rests on their success or failure to do that," he said. "Organisations that manage their own data centres need to look at recent failures due to overheating, or at the number of near-miss overheat issues and think hard as to whether they can afford that risk themselves."

Redstation's Deacon added that summer heat waves in Britain often caused other effects which the company was adept to handle, such as power surges, flooding and lightning strikes.

"Redstation is not based near any flood zones and we have fully redundant uninterruptible power supplies and cooling systems backed up by our own onsite diesel generator," he said. "Spikes in power are filtered out and in case of power failure our diesel generator automatically starts and runs indefinitely. These are all factors which need to be taken into account when reviewing potential data centres services."

About Redstation

Redstation Limited was founded in 1998 as a domain registration and web hosting company. In 2004 the company added dedicated servers to its product range and in 2007 opened its first purpose-built data centre in Hampshire representing an investment of more than £2 million.

Today the company provides web hosting, dedicated servers and colocation to thousands of customers around the world - including the British Government, international corporations, banks and SMEs.

For more visit <http://www.redstation.com>

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Former Autodesk Europe Executive Joins Procedural Inc.

Procedural Inc. Hires Former Autodesk Managing Director Dieter Höfler as Senior Vice President of Business Development.

Zürich, Switzerland (PRWEB) July 8, 2009 -- Procedural Inc. today announced the appointment of Dieter Höfler as SVP Business Development as of August 1, 2009. Most recently Dieter Höfler served as CEO of Neopost Germany and Switzerland. Prior to Neopost, he was working at leading 3D software company Autodesk as Managing Director for the regions Central Europe, Eastern Europe and Russia. Starting in 1991 as Managing Director of Autodesk Germany, Dieter Höfler is one of Europe's prime movers in the AEC software sector and decisively influenced the commercialization of Autodesk's products by winning major contracts and streamlining the sales channels with over 600 reseller and distributors all over Europe. During his period as Managing Director with Autodesk revenue grew by 6 times.

Procedural Inc., an innovative software company located in Zurich, Switzerland, develops and sells the CityEngine, a revolutionary 3D modeling tool for urban environments in games, TV, movies and urban planning. "We are very happy to welcome Dieter." says Pascal Mueller, CEO Procedural Inc. "As we are ready now to break into new and broader markets, it was important for the company to add a high level of experience and credibility with customer and channel partners, and we could not have been more fortunate than having Dieter fill this role."

On joining Procedural Inc., Dieter Höfler explains: "By bringing the world's foremost procedural modeling technology to broader markets, Procedural has the potential to transform the way in which 3D buildings and even whole cities are produced, stored and visualized. With this exciting potential in mind I am delighted to join Procedural's management team."

About the CityEngine

A free 30-day trial version is available for download at <http://www.procedural.com>. The software can be purchased via Procedural Inc.'s website, or by telephone order at +41 76 720 3303. The CityEngine retails from a starting price of \$ 3'450.

CityEngine is a registered trademark of Procedural Inc. Other product and company names herein are trademarks of their respective owners.

High-resolution images:

http://www.procedural.com/company/press_room.

For more information, press only:

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Northstar Travel Media Teams with Travelscream for New Travel Agent Deals Distribution Platform

Groundbreaking online content redistribution model offers a comprehensive travel deal aggregation, distribution and revenue-generating tool to travel agents. Hotels deliver travel offers to travel agents via Northstar's websites. Travel agents, in turn, earn revenue displaying deals on their own websites.

Secaucus, NJ and Vail, Colo. (PRWEB) July 8, 2009 -- [Northstar Travel Media](#) has entered into a partnership with [Travelscream](#), to host, brand and market Travelscream's travel professional deals distribution platform to audiences of Travel Weekly, Travel Age West, Hotel and Travel Index, STAR Service Online and Weissmann Reports. Northstar will be the exclusive travel trade publisher within Travelscream's Travel Deals Network.

Contextually-relevant travel deals will first be established on www.TravelWeekly.com, supported by its destination- and topic-specific, opt-in newsletters.

Through the [Travel Weekly Travel Deals](#) program, travel professionals can find deals from leading global travel service providers, share them with clients, book them and earn revenue. Agents will be able to sort search results based on various preferences, including commission levels.

The pioneering technology that enables these bookings utilizes the latest Internet content sharing technologies.

Hotels and other travel service providers who post travel offers within Travel Weekly's Travel Deals gain exclusive access to Travel Weekly's extensive audience of travel professionals.

Agents earn standard commissions on bookings and then have the ability to post the deals through their own online channels (on websites and in emails) in a unique revenue-sharing arrangement. All services to agents are provided free-of-charge.

"We know how difficult and time consuming it is for agents to find, book and share timely, authentic travel deals with their clients," said Bob Sullivan, Executive Vice President/Publisher. "With this turnkey solution, Travelscream has made it easy for us to offer a comprehensive travel deals aggregation, distribution and revenue-generating tool to our readers."

To display their travel deals within Travel Weekly's Travel Deals platform, travel service providers first join [Travelscream's Travel Deals Network](#) (TDN), a fast, easy and cost-effective way to reach qualified buyers who are researching and booking travel online.

Travelscream's Travel Deals Network is a risk-free Cost Per Click advertising channel designed to stimulate demand, drive direct bookings to the provider's website, and give travel companies an alternative to third-party transaction fees. To promote the Travel Weekly Travel Deals program, Travel Weekly will leverage its



relationship with agent audiences in their print, web and email marketing campaigns.

"We are very pleased to partner with Travel Weekly in introducing an industry-leading deals distribution platform that offers immediate revenue benefits to both travel suppliers and agents concurrently," said Travelscream CEO Tom Griffin.

Travel suppliers are encouraged to enter travel offers that contain agent incentives into the Travel Deals Network immediately. For more information, suppliers may contact their Travelscream sales representative or call (970) 476-0440.

About Travelscream

Travelscream (www.travelscream.com) is the most flexible provider of low-cost, high-value marketing solutions for the travel industry. Travelscream offers the Travel Deals Network (TDN), which publishes travel offers from hotels, resorts and other service providers through a network of leading online media channels and the Social Media Toolkit, which includes interactive maps, guestbooks, blogs, video, social network sharing and other tools designed to increase customer engagement and stimulate user-generated content.

About Travel Weekly

Based in Secaucus, N.J., Travel Weekly is the nation's leading business-to-business information source for the travel industry, reaching some 180,000 readers in the industry each week. It is part of Northstar Travel Media, a worldwide provider of information, news and data for the travel and hospitality industry. In addition to Travel Weekly, Northstar's portfolio of directories, periodicals and destination information services includes Hotel and Travel Index Worldwide, BTP24, Official Meeting Facilities Guide, Intelliguide Corporate, STAR Service Online, Weissmann Reports, TravelAge West, Meetings and Conventions, T&E and Travel Professional.

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Synology® Launches the High Performance RS409, an Affordable, Large Capacity 1U 4-Bay NAS Server for SMB Market

Synology® America Corp. today launched the new Rack Station RS409, a 1U 4-bay network attached storage (NAS) server with high performance, large capacity and rich business applications to help small to medium sized businesses and workgroups easily share and safeguard valuable data.

Redmond, Washington (Vocus) July 8, 2009 -- [Synology® America Corp.](#) today launched the new Rack Station RS409, a 1U 4-bay network attached storage (NAS) server with high performance, large capacity and rich business applications to help small to medium sized businesses and workgroups easily share and safeguard valuable data.

The [RS409](#) is one of the most affordable rack stations in its class. Not only is the 4-bay RS409 affordable, the storage capacity of the RS409 can be expanded from 4 HDD to 8 HDD, for a total of 16 TB (using 2TB HDD) for two separate volumes, by adding the Synology RX4 expansion station via an eSATA cable. The RX4 also features plug-n-use connectivity, hot-swappable HDD design and disk hibernation which works seamlessly with the RS409 for extra storage or backup.

"For businesses, reliability and performance of their file servers can be critical," says Douglas Self, product specialist at Synology America Corp. "the RS409 delivers that needed peace of mind. In our laboratory tests, the RS409 under RAID 5 configurations showed Windows upload speeds with 2 GB files reaches 35 MBs/Sec, while download speed reaches 47 MBs/Sec. The RS409 delivers on performance and the dependability that Synology has come to be known for," adds Self.

The DS409 ships with the industry leading system software, Disk Station Manager 2.1, which provides Windows ADS integration, cross platform data sharing, RAID data protection, and rich business applications. Mail Station add-on enables the RS409 to be a mail server that supports Web mail, SMTP, POP3, and IMAP. Web Station allows users to host up to 30 websites on a single RS409. The RS409 supports two USB printers, and the Add Printer Wizard simplifies setup process with a wizard.

The RS409 is equipped with a 1.2 GHz CPU, 256MB DDRII RAM, two Gigabit LAN ports, two USB2.0 ports, one eSATA port, and supports up to 128 concurrent connections. The RS409 comes with four hot swappable disk trays, each supporting 2 TB SATA hard drive which is the largest capacity on the market, making its total volume up to 8 TB.

The highly anticipated Disk Station Manager 2.2, the successor to the [DSM 2.1](#), is scheduled for beta release in July 2009 with the official version shipping in September 2009. The DSM 2.2 will include a system resource-monitoring feature that allows administrators to monitor the CPU usage, memory usage, network flow and volume usage of the RS409. In addition, iSCSI target support provides fast, flexible and seamless storage access. Built-in firewall allows the administrator to decide which services or IP addresses are allowed to access



the RS409, auto block function protects the RS409 from being hostile attacked, and SNMP support allows remote monitoring the RS409. The DSM 2.2 firmware, will be a free upgrade for the RS409's users.

Availability

The RS409 is now shipping.

About Synology

Founded in April of 2000, Synology Inc. develops next-generation Network Attached Storage (NAS) products for the home, small and medium sized business markets. Providing a secure way of storing and sharing digital content, Synology products are feature-rich, easy-to-use, energy-efficient and affordable. All Synology product investments are enhanced with free software upgrades and 24/7 online support.

Headquartered in Taipei, Taiwan, Synology has a global presence with regional offices in the US (Redmond, Washington) and the UK (London, England).

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Jolicloud Announces \$4.2M Series A Round From Atomico Ventures and Mangrove Capital Partners

Skype co-founder Niklas Zennström and Gilles Samoun join the board

Paris, France (PRWEB) July 8, 2009 -- Jolicloud (www.jolicloud.com), the Internet operating system for netbooks, announced today the completion of a \$4.2M Series A funding round led by Atomico Ventures, in conjunction with Mangrove Capital Partners. The financing will enable the startup to accelerate the development of the product (currently in private alpha), launch its developer program, and expand its global network of partners.

Jolicloud is the latest company by Tariq Krim, the founder of Netvibes, one of Europe's most successful Web startups. Not just another operating system, Jolicloud transforms netbooks into sophisticated Web devices that tap into the cloud to provide free, open and easy access to a new generation of Web applications.

The world has entered a new era where computers are inexpensive, software is free, and connectivity is everywhere. This trend is slowed down by the numerous restrictions imposed by traditional software-based operating systems. Jolicloud makes the latest generation of Web technologies easily available on the most affordable computers, accelerating the movement to spread the benefits of cloud computing to everyone.

"Traditional operating systems find their roots in the late seventies and are built around software. But today, 90% of our computing life is on the Web. Jolicloud was built with Web users in mind," said Jolicloud founder and CEO Tariq Krim. "This is a project of passion. To make the largest impact, we decided to surround ourselves with people who have real experience in achieving large-scale disruption."

Jolicloud has gained the support of highly accomplished Web pioneers and innovators. Niklas Zennström, co-founder of Atomico Ventures, Skype, Joost, Kazaa and Joltid, will take seat on the board. Michael Jackson, partner at Mangrove Capital Partners and former COO of Skype, will participate as an advisor. Serial entrepreneur Gilles Samoun, CEO of fotonauts and founder of Qualys will also join the board.

"Jolicloud is a classic example of a massive disruptive opportunity in a market where high risk has a potential to lead to a high return. Whoever gets it right will be very successful and this is what we love," said Atomico Ventures co-founder Niklas Zennström. "Tariq's successful background as a serial entrepreneur makes him well positioned to do this. He's a great example of a new breed of European entrepreneur who is able to think big and execute well."

"Jolicloud is poised to significantly change the way we use computers. The company's founder is one of those rare people who understands what it takes to build a product with mass appeal. The early prototypes are encouraging and we look forward to being part of an adventure which we hope will bring low cost computing with exceptional ease of use and high functionality to the millions of people who simply find existing products unexciting, expensive or difficult to use," said Mangrove Capital Partners General Partner Michael Jackson.



Jolicloud is currently in private alpha and will be released as a public beta later this year. To learn more about Jolicloud and its developer program, visit <http://www.jolicloud.com>.

About Jolicloud (www.jolicloud.com)

Jolicloud is the Internet OS for the netbook generation. Its mission is to accelerate the accessibility of ultra-low-cost, cloud-based computing to everyone around the world. Through an elegant interface Jolicloud provides free and easy access to the Web's best applications and technologies. Founded in 2009 by Tariq Krim, Jolicloud is based in Paris, France.

About Atomico Ventures (www.atomicoventures.com)

Atomico Ventures is focused on supporting European early stage consumer facing technology companies. Founded by Niklas Zennström and Janus Friis, co-founders of multiple successful internet companies, including Skype, Joost, Joltid and Kazaa, Atomico invests in passionate entrepreneurs with disruptive business ideas who want to build tomorrow's global winners. Atomico has over 20 companies in its portfolio, including Seesmic, Fon, Jawbone, Netlog and Woo Me.

About Mangrove Capital Partners (www.mangrove-vc.com)

Mangrove Capital Partners is committed to turn entrepreneurial visions into realities as a means to drive capital appreciation for investors. Our hands-on philosophy in all areas of business and technological development is the cornerstone of our investment strategy and positions us as a true partner for growth. Mangrove Capital Partners has invested in, among others, the following companies: Skype, Zink, Seatwave, Nimbuzz, Brands4Friends and WooMe.

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Doritos Breaks New Ground In Fusing Music And Technology By Putting Blink-182, Big Boi Concerts In The Palms Of Fans' Hands

Special-Edition Late Night Doritos Bags Serve as Ticket to Exclusive, 3-D Virtual Performances

Plano, Texas (PRWEB) July 8, 2009 -- Continuing its track record as one of the world's most cutting-edge brands, Doritos tortilla chips today announced that fans nationwide can buy specially marked bags of Doritos Late Night chips as their "ticket" to a virtual concert of 3-D performances by multi-platinum selling rock band blink-182 and Big Boi -- all made possible by the power of augmented reality technology. The exclusive venue, <http://www.doritoslatenight.com>, is where rock and hip-hop-lovers alike will get to see their favorite artists onstage and online in a truly one-of-kind performance. Doritos Late Night is one of the latest snacks launched by PepsiCo's Frito-Lay division.

"From MP3s to lap tops to mobile phones, young consumers have come to expect the ability to enjoy music anytime, anywhere," said Ann Mukherjee, group vice president, marketing, Frito-Lay North America. "That's why we're putting Doritos lovers in control of when and where they access actual performances by two of the best musical acts across rock, pop and hip-hop, in a totally unprecedented way - a concert in the palm of your hand."

The Doritos Late Night online concert is the first-ever augmented reality experience to showcase live-action video within a 3-D, interactive environment. Upon logging on at <http://www.doritoslatenight.com>:

- o Point a special symbol located on the back of Doritos Late Night special-edition bags at a web cam
- o Access the virtual performances, including two fan-favorite songs by blink-182 ("Rock Show" and "I Miss You") and one from Big Boi ("Ringtone")
- o Hold, move and shake the bag to personalize each artist's performance, offering up a new experience each and every time

After enjoying the virtual show, fans also will have the opportunity to enter for a chance to [win tickets](#) to a live blink-182 show in the city of their choice. blink-182's nearly sold-out summer tour begins on July 24, 2009 in Las Vegas and stops in more than 40 cities.

With more than 20 million albums sold worldwide, blink-182 is widely considered one of the best punk rock bands of all time. Known for connecting with their fans, blink-182 is out to prove that after five years apart, they can still deliver a massive show and this will be the highlight of the summer touring season.

"We're always looking for innovative new ways to bring music to our fans, and an online 3-D performance was something we just had to be a part of," said Mark Hoppus, vocalist and bassist of blink-182. "As big technology guys, we're pumped that people can now experience a little bit of our summer tour through something as accessible as a bag of [Doritos](#) and a computer. It's very cool."

Intended to inspire the uninhibited "late night" side of Doritos lovers, the Doritos Late Night flavors launched in



April 2009 and include Tacos at Midnight and Last Call Jalapeno Popper. Doritos Late Night flavors are \$3.99 for a 13.8 oz. bag or \$1.29 for a 3.6 oz bag, and the special-edition bags are available for a limited time at retailers nationwide where Doritos chips are sold.

The [Doritos Late Night](#) virtual music-offering is the latest evolution of the Doritos brand allowing consumers to be in control. The Doritos "Crash the Super Bowl" program, which started in 2007, turns the brand's Super Bowl advertising over to its fans. As a result, the brand was the first to broadcast a consumer-created ad during the big game in 2007, launched the music career of a fan by showcasing her original music video during the brand's Super Bowl air time in 2008, and propelled two out-of-work brothers from Indiana to near super-stardom when their home-made Doritos Super Bowl spot topped USA Today's annual ad meter in the third iteration of this groundbreaking program in 2009.

Frito-Lay North America is the \$12 billion convenient foods business unit of PepsiCo (NYSE: PEP), which is headquartered in Purchase, NY. In addition to Frito-Lay, PepsiCo business units include Pepsi-Cola, Quaker Foods, Gatorade and Tropicana. Learn more about Frito-Lay at the corporate Web site, <http://www.fritolay.com>, and the Snack Chat blog, <http://www.snacks.com>.

PepsiCo (NYSE: PEP) is one of the world's largest food and beverage companies, with 2008 annual revenues of more than \$43 billion. Its principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. PepsiCo's commitment to sustainable growth, defined as Performance with Purpose, is focused on generating healthy financial returns while giving back to communities the Company serves. This includes meeting consumer needs for a spectrum of convenient foods and beverages, reducing the Company's impact on the environment through water, energy and packaging initiatives, and supporting its employees through a diverse and inclusive culture that recruits and retains world-class talent. For more information, please visit <http://www.pepsico.com/>.

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