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# AxiNews

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## Personal Computer Timeline 1930s-1980s

1. During the late 1930s and through the 1940s large-scale computers were developed, many of which were used for war purposes during WWII.
2. The UNIVAC was the first commercial computer to attract widespread public attention in the early 1950s.
3. In 1965, Digital Equipment Corp. introduced the PDP-8, a minicomputer that was appealing for its reasonable cost (\$18K).
4. Xerox designed the Alto, the first work station with a built-in mouse in 1974.
5. In 1976, Steve Wozniak created the Apple I followed by Apple II which was a great success.
6. The Macintosh was released in 1984 which featured GUI (Graphic User Interface).



## Tech Briefing : My Visit to the Computer History Museum

*What does a geek on vacation do to relax when traveling through Silicon Valley? Visit the Computer History Museum (CHM) in Mountain View, of course. This was just the thing I need to get in touch with my inner geek.*

The museum building itself is a symbol of the Silicon Valley history and was formerly owned by Silicon Graphics, one of the many titans of the Dot Com era. The museum's building is very impressive with a large glass enclosed lobby and ample space for their extensive collection. The general admission price is only \$15 but I opted for the Super Geek Package for \$28 which included a collectible button, a CHM t-shirt, and a souvenir guide. Kids under 12 are free and they offer discounts for students, seniors and active military.

I was very impressed by the depth of their collection and the way the exhibit took visitors from the early abacus to the modern day cloud computing.

I was most excited to see four exhibits:

Babbage Difference Engine #2 designed in the mid-1800s was a gear-driven, 5-ton colossus which clunked and rattled as the operator turned its large crank handle with both hands. It was an impressive piece of machine artistry and engineering.

The Herman Hollerith Electric Tabulating System which used punch cards to tabulate the 1890 census. Hollerith formed the Tabulating Machine Company in 1895 which later became International Business Machines Company or IBM.

Bell Labs engineer George Stibitz's binary adder which he built in his kitchen with a couple of spare relays and tabs from some tin cans in 1937. This was the first digital calculator which married Boolean logic, electro-mechanical switches and the binary numbering system which became the basis of all subsequent computing devices.

*(Continued on page 2)*

## Stay Online with Tethering

*The Apple iPhone is one of the most desired business devices, because of the wide variety of features it offers and delivers well. One of the most demanded features of even the most basic smartphone though is the ability to connect and get online. However, did you know that one way of getting connected is through a feature called tethering? Many users aren't aware of it, are you?*

### Tethering Defined

Tethering, mobile devices is the act of connecting your phone to another phone or another device, so that the Internet or data connection can be shared. Your iPhone can either share its data connection with another device, or have that

*(Continued on page 2)*



## Computer History Museum (cont.)

*(Continued from page 1)*

A very rare Apple I computer in a wood case and signed by Steve “the Woz” Wozniak. This computer ushered in the era of the personal computer.

Other exhibits included the only working DEC PDP-1 (1959) which was restored by CHM. Visitors can enjoy a game of Spacewar which was one of the earliest video games.

CHM has a remarkable collection of video games including an original bar-top, coin-operated Atari Pong (1972) which started the video game craze of the 1970s-80s. A variety of home console populated the exhibit including the Atari 2600 (AKA Atari VCS, 1977), Channel F, and ColecoVision. Some of the games are available to play in the video game exhibit area.

## Tethering (cont.)

*(Continued from page 1)*

device share its connection with your phone, allowing you to go online.

### USB Connection

A USB connection allows you to connect directly to your laptop without draining your phone's battery. It is a way to connect securely and browse Web pages faster than other types of. However, It can drain your laptop's battery since this connection instantly charges your iPhone.

USB also minimizes movement and device connection since you are plugged into your laptop and the wire won't let you go anywhere too far. Be sure to bring your laptop's charger and that you leave your phone somewhere safe should you need to step away from your computer. Tethering your device via USB connection promises a fast and secure connection.

### Bluetooth Connection

Bluetooth connection receives the slowest signal from an Internet modem by far. On the other hand, the wireless connection allows users to move freely and preserve battery life longer than with WiFi connection. The trade off here is better battery life at the expense of slower Internet speeds.

If you forgot your USB cable and can't seem to connect through WiFi, then your last resort would be to connect through Bluetooth to connect to the Web, which is better

than having no connection at all.

### WiFi Connection

Wireless LAN connection can be best set up through WiFi because it receives data speed far faster than Bluetooth. This ensures a faster connection and maximum mobility as the wireless connection enables you to move freely within the signal range.

The down side of WiFi, though, is its ability to empty your battery in the shortest time. This type of tethering can drain your battery faster than any other, so make sure that when you use your WiFi to connect to a hotspot, you are either fully charged or you bring your charger with you.

The ability to connect anywhere using another device can make your online life easier and more convenient. Through this, you can check important Web updates such as email, online documents, and access other Web data without having to pay through data plans.

Whichever option you choose in getting your device connected, what's certain is the value you'll get from it will outweigh its cost. Maximize your phone's capabilities through tethering and say goodbye to your life of-  
fine.

## Computing Degree and Enrollment Trends

Undergraduate degrees in Computer Science increased again in 2012-2013, although not as many as were awarded in 2003-2004 which had the highest number of bachelor's degrees granted in Computer Science, based on a recent survey by the Computer Research Association.



## Social Pay-Per-Click Defined

*Social media is quickly becoming one of the more useful marketing tools a business has. While a corporate profile can be a great way to connect with existing customers, many businesses find that because of the high number of people actually using these sites, these platforms are perfect for marketing and advertising, and ultimately in reaching and penetrating target markets. One way you can get your ads in front of people is through the use of social PPC.*

### Define Social PPC

Businesses who advertise through social media have a number of ways they can get their ads and content seen on this platform. The most popular is based on one of the Internet's oldest marketing schemes: Pay-per-Click, or PPC.

In a broad sense, PPC is the act of paying an advertiser or website to place ads at strategic locations. Placing these ads is usually free, or comes with a nominal fee, but when a user clicks on the ad and goes to the destination site, the owner of the ad pays the advertiser or site a small fee.

In relation to social media, social PPC is simply ads which are placed on the social networks. For example, you can pay Facebook to place an ad on the right-hand bar of certain user's News Feeds. If they click on the ad, Facebook will then charge you a set amount for that click.

Where social PPC differs from other types of PPC, more specifically search PPC - paying search engines to display your ads - is that it is more display oriented. With search PPC, you pay the engine to show your ad when specific search keywords are entered. With social PPC, you pay the site to display your ad regardless of what the user is looking at.

### 3 Common misconceptions about social PPC

While this process is becoming more popular with businesses, especially those who have integrated social media into their marketing plans, there are some common misconceptions that seem to be floating around.

#### 1. Starting small is the way to go

As with most strategies in business, when starting something new you often want to test the waters before jumping in full scale. Many companies who are trying social PPC for the first time will often start with one or two campaigns running at the same time. While this

may work for small businesses with an unproven profile, those with an established profile and marketing strategy may want to try running 3-5 campaigns at the same time.

The reason for this strategy is that it can help spread out the overall views, along with enhancing the quality of information and results. For example, you can easily compare and establish what is working when you have more than two alternatives to compare.

#### 2. You need to be active on the services you target

Despite what some people in charge of marketing believe, you don't need to be active on a social network in order to be able to use social PPC features. Many networks, like Twitter, simply require that you have an account in order to be able to use the ad features. If you do want to use the ad features of different social networks, you should be sure to at least have a fully completed profile. This includes address, name, location, and business info. Of course, if you want to enhance the success of your initiative, an active profile will help but it is not necessary.

The best example of this is if you want to use the promoted post feature in Facebook. You will need to have content in order to actually use this feature successfully and the more content and followers you have, the higher the chances of what you promote being seen.

#### 3. You MUST be using Facebook Ads

Facebook is the most popular social media platform, and many businesses already have a Facebook Page. But many feel that in order to maximize the potential of their Page, they need to be advertising using Facebook Ads.

Sure, it can help to use this service, but it isn't the only one out there. You do have other options, including different platforms such as LinkedIn and Twitter. To really get the most out of a social PPC campaign you should try different platforms anyway. For example, if you want to target other business customers try using LinkedIn, which is where this target group may be more likely to be found than through Facebook.



# AXICOM

Networks • Computers • Security • Service

July 2014

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budget for just like rent!*



## AxiGuard

Our website has been re-vamped!  
Check it out at [www.AXICOM.net](http://www.AXICOM.net).

## Inquiring Minds...

### All Time Best Geek TV Shows

1. **Dr. Who** (1963-present) - Dr. Who is a Time Lord who loves to time travel in this oldest of geeky TV shows.
2. **Star Trek** (1966-2005) - "Beam me up, Scotty!". Beloved show about intergalactic adventures featuring humans, and often evil aliens.
3. **The X-Files** (1993-2002) - Fox Mulder and Dana Scully solve weird and dark cases that the FBI won't handle.
4. **CSI** (2000-present) - Forensic science on steroids.
5. **The IT Crowd** (2006-present) - Two IT geeks work under an ignorant department head in this popular British comedy.



6. **Chuck** (2007-2012) - Chuck works as a tech support guy for a retail chain but somehow the US government downloaded secrets into his brain turning him into a genius spy.
7. **Big Bang Theory** (2007-present) Whether you see geeks as socially inept or not, this nonetheless popular show elevates geekiness to a new level.
8. **Fringe** (2008-present) - For those who miss X-Files, tune in!

If you think we missed any, feel free to post on the AXICOM Facebook page any others you think should be included!

### Other Geek-Worthy Places to Visit

1. **NASA**—14 locations in 10 states that offer tours to the public. Perfect place to pick up astronaut ice cream.
2. **Legoland**—Sure, it's a theme park but you can also go build Legos when you need a break from rollercoasters!
3. **CERN**—Guided tours of CERN labs book month in advance which just goes to show how popular particle physics really is!
4. **International Spy Museum**—Great place to see gadgets and gear used by spies of years past. Washington, D.C.
5. **Nikola Tesla Museum**—Belgrade is the original museum but there is also one in Colorado Springs and one to be in Long Island.

"Rock, paper, scissors, lizard, Spock. It's very simple. Look -- scissors cuts paper, paper covers rock, rock crushes lizard, lizard poisons Spock, Spock smashes scissors, scissors decapitates lizard, lizard eats paper, paper disproves Spock, Spock vaporizes rock, and as it always has, rock crushes scissors."

-Dr. Sheldon Cooper, *Big Bang Theory*

*There are 10 types of people in the world—those who understand binary and those who don't.*