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Celebrate Red Planet Day! November 2014

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AxiNews

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Fun Facts about Mars

1. Mars gets its name from Roman God of War.
2. Often visible to the naked eye.
3. Takes 687 days to rotate around the sun.
4. Gravity is 1/3 of the Earth.
5. 4th planet from the Sun and 7th largest planet.
6. Most of Mars atmosphere is made of carbon monoxide.
7. Red Planet Day is November 28 which commemorates the launch of the Spacecraft Mariner 4 on November 28, 1964.
8. Mars has the tallest volcano in the Solar System named Olympus Mons and it is 15 miles high, 3 times the height of Mount Everest.

Tech Briefing : Securing Your Google Account—Part 1

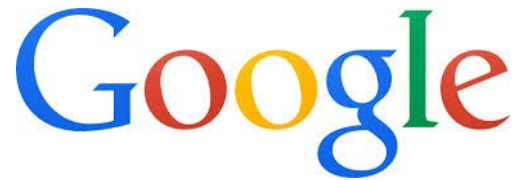
The security of your systems should be top-of-mind, especially with the ever increasing number of account hacks and malware attacks. For those with Google accounts, the risk of having your account information breached is always there, and it is therefore a good idea to take steps to ensure that your account is secure. To help, here are some useful tips on securing your Google account.

Don't use your main account to sign up/as a login for other sites and accounts.

When we hear of account breaches or instances where Google account information has been leaked, many people will turn and blame Google, thinking that it was Google's systems that were breached. While this is a possibility, more often than not the breach occurred with another system where a Google account was used to either sign up, or as the main username.

When hackers get hold of this information they can then use it to launch subsequent malware or phishing attacks against the main Google ac-

count, in hopes of actually gaining access to it. Therefore, to prevent this from happening, you should be sure to limit what you use your main Google account to sign up for. Most websites requiring you to sign up for an account ask for an email address, so it is best to create a second dummy account that is only used for this purpose.



If you are asked to set the username as an email address, use this dummy email address and be sure to keep this account separate from your main account.

Don't use your Google password for other sites. Alongside account information breaches, password breaches on other sites are also commonplace. If you have used the same password for a

(Continued on page 2)

What's New with the iPhone 6?

The long-awaited iPhone 6 is now available. Granted, there are still lines at the Apple store for those who want to purchase one there but they are also available at phone service centers and many other locations.

So, how is it different from the iPhone 5?

For one thing, there are two sizes—standard and the iPhone 6 Plus. In terms of physical attrib-

utes, there are no actual edges. Everything is rounded which makes it feel somewhat slippery so a case is recommended. It is slightly thinner than the iPhone 5 but weighs just a tad more. The sleep/hold button is no longer on the top of the phone but is on the right about a fifth of the way down.

(Continued on page 2)



Securing Your Google Account (cont.)

(Continued from page 1)

site that you use to access your Google account that is akin to giving hackers direct access to these accounts.

Use a unique password for every site you sign up for, but at the very least make sure your password for your Google account is unique from any other accounts.

Call AXICOM today to make sure your security measures are in place and up to date!



"I have your MRI results. Half your brain is clogged with passwords and the other half is clogged with user names."

iPhone 6 (cont.)

(Continued from page 1)

The New Operating System: iOS 8

One of the differences from iOS7 is that you can now respond to notifications on the lock screen. You just swipe left and a blue reply button appears.

The iPhone 6 also comes preloaded with the Health app which measures steps, distance, and flights of stairs climbed.

Camera Features

By all accounts the camera has some new powerful features designed to enhance still photography and video, including the panorama feature which delivers some stunning photos. And for those who love their selfies, the front-facing FaceTime Camera now has better light performance and a new burst mode for even more selfies!

Other Features

They are available with 16GB, 64GB and 128GB with corresponding price increases. Battery life runs around 14 hours for 3G talk but on average, about 10 hours.

While the iPhone 6 is certainly loaded with all sorts of great features and improvements over prior iPhones, the Samsung Galaxy S5 and LG G3 are still worthy competitors.



iPhone 6 (left) and iPhone 6 Plus (right)

Martian Movies, TV Shows and Books

There are so many extraterrestrial-themed movies and TV shows that it would be impossible to name them all but here are a few tried and true: *The War of the Worlds* by H.G. Wells, *The Martian Chronicles* by Ray Bradbury, Mars Attack!, Mission to Mars, Mars IMAX, and Red Planet Mars

7 Google Search Tips

When looking for information on nearly anything and everything, the first place the majority of people turn to is Google. The thing is, there are so many results when we input a Google search that it can sometimes be a challenge to find what exactly you're looking for. Luckily, there are a number of tips and tricks you can employ to make finding what you need far easier. Here are seven:

Search Inside One Site only

Oftentimes, we are looking for an article, words, page, or even image from one site. If you simply search for it on Google, you may find the site right away, but you will also see results from other sites. To narrow down the results a little, try using the search operator site:.

When using site: followed by a web address in the search bar (without a space), Google shows results for that site at the top of the results list. So, if you are looking for an article that has the keywords: 'cloud technology' on CNN, you can enter: site:cnn.com cloud technology.

Search for Results Based on a Page's Title

If you are looking for a specific webpage, but don't know the site it is on, you can use the operator: intitle: followed by keywords. This tells Search to look for webpages that contain the keywords in the title.

For example, if you are looking for a webpage that has the title: five cloud tips, you can search for it by entering: intitle: five cloud tips. Note, be sure to add a space between the operator and the keywords/titles.

Do Two Searches at Once

Using an OR operator between two keywords tells Search to show results for both of the keywords at the same time. This can be useful for when you are looking to quickly compare two different ideas or topics.

The key to making this operator work is to make sure that OR (in capital letters) is between the two terms you are looking for, and separated by a space on both sides.

Exclude Certain Results or Keywords

With many Google searches you will often see results for local businesses with a presence on Google first, or results related to your local area. While these can be

useful, when you are looking for non-local results, it can take time to sort through these findings.

If you see that there are a number of results with keywords or terms that you are not interested in, then put a - (minus) in front of the term (without a space) e.g., -term, and Search will not show results containing that word.

Quickly Find Sites that Link to Yours

One of the key components of successful SEO (Search Engine Optimization) is link building - the concept of increasing links to and from your site. With Search's various updates, Google is constantly changing the way sites are ranked and displayed in results. Businesses with websites need to ensure that the links they are using to direct to other content, or to bring people into their site are legitimate.

One quick way to see who links to your site is to use the Search operator: link:site.com. Simply enter link:yoursite.com, and Google will display results for all other sites and content that contain links to your site.

Fill in the Blank Searches

Looking for something where you know the first and last part of say the name, title, sentence, etc? You can use the Search operator * to help. The * (asterix) functions as what is called a wildcard, or unknown, operator. When used, it tells Search that you don't know the words that are missing, and that you want Search to try and fill in the results.

Use Quotes to Search for Exact Terms

The way Search works is that when a set of keywords are entered with spaces, Search will return results that contain the words either separately or together in any order. If you know exactly what you are looking for, you can add double quotes (") around the terms.

By using double quotes, Google will show results that only contain those exact words, in that order. While this is useful, longer sentences in quotes will return fewer results, so if you aren't finding what you are looking for, try reducing the number of words inside the quotes.

If you are looking to learn more about Google Search, contact us today to see how we can help.



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Inquiring Minds...

Exploring Mars

There have been three stages of exploration of Mars by NASA so far: Flybys which are probes that fly by Mars taking pictures; Orbiters which fly into orbit above Mars and Landers and Rovers which drop to the surface. Currently the NASA Mars Exploration Program has two rovers on Mars, the Spirit and the Opportunity. You can visit the NASA website to see maps of the current traverse map of the rovers.

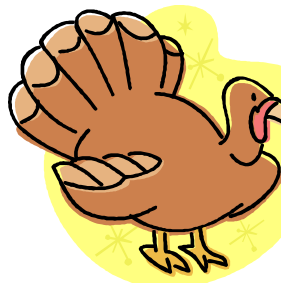
Settlement on Mars?

Many have wondered and thought about life on Mars. Some wonder whether life ever existed on Mars. Others

wonder if life is possible to sustain on Mars. Scientists debate the question of whether there is evidence of any life forms from Mars. In 1996, a 4.5 billion year old rock from Mars had been found on Antarctica and it was believed by some scientists to have contained microbes, similar to those found on Earth. Eventually, most scientists felt that the rock didn't show compelling evidence of life. In terms of those who seek to live there, very few have actively pursued that goal. One person who has is Elon Musk, perhaps best-known as the founder of Tesla. But, Musk also owns SpaceX, a business that works on rockets, propulsion systems and casings for satellites. Eventually, Musk envisions a colony of 80,000 people living on Mars at some point but he plans to pave the way by launching satellites and serving customers like NASA to pay bills and to fund the Mars colonization project. Time will give us more insight into both those questions.

Thanksgiving Thoughts

The idea of a Day of Thanksgiving arrived with the Pilgrims and these days were proclaimed by religious and political leaders for good harvest and other reasons. There was no official national Thanksgiving holiday until President Abraham Lincoln established Thanksgiving as the final Thursday in November via presidential proclamation in 1863. In 1941, President Franklin D. Roosevelt signed a joint resolution of Congress changing it from the last Thursday in November to the fourth Thursday in November. Enjoy your day of Thanksgiving!!!



My vision is for a fully reusable rocket transport system between Earth and Mars that is able to re-fuel on Mars—this is very important—so you don't have to carry the return fuel when you go there.

- Elon Musk