



HAPPY ST. PATRICK'S DAY

March 2013

AXICOM

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AxiNews

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7 Little Known Facts about Ireland



1. Ireland is the only country in the world which has a musical instrument – the harp – as their national symbol. The oldest known harp in existence is housed in [Trinity College, Dublin](#). It dates back from at least 1300.
2. Up until 1973, many women employed in the public service faced mandatory retirement once they got married.
3. There are no postal or ZIP codes in Ireland outside of [Dublin](#) and [Cork](#) city.
4. The longest place name in Ireland is Muckanaghederdauhaulia, in County [Galway](#).
5. [Shannon](#) became the world's first duty-free airport in 1947, and we've been buying tax-free liquor and perfume ever since.
6. One of the most popular radio shows in rural Ireland is still the daily broadcast of local obituaries.
7. The [Newgrange](#) passage tomb in County [Meath](#) was constructed around 3200 BC, making it more than 600 years older than the Giza Pyramids in Egypt, and 1,000 years older than Stonehenge.

Internet Browsers: How Do They Stack Up?

There are three top browser contenders these days—Chrome 21, Firefox 14 and IE9. So, how are they stacking up in terms of features?

Google Chrome 25 Chrome is one of the leading contenders because of the built-in Flash and PDF display. In Chrome 25, there is a new Speech API for voice recognition and speech-to-text. It has also improved speed but those improvements mostly will help with Google sites.

There are some interesting “Instant” features such as Google Instant where web search results start appearing as soon as you start typing the Google search box. There are also Chrome Instant Pages which is supposed to help with Google searches so that the browsers will pre-load the pages for the result link you're most likely to click on.

It also has the web browser tools that you'd expect: bookmark syncing, a built-in PDF reader and extensions. Extensions are accessible from the Tools submenu of the Chrome customization

menu. Currently Gmail checker is one of the most popular extensions which places an icon in your menu bar if you have unread email.

Firefox 19 Firefox built its reputation as an open-source web browser but until recently it lacked the built-in features that has made Google Chrome so appealing—the built in Flash and PDF components. However with Firefox 19, there is a built-in PDF viewer.

There has been some slight design changes with its new-tab page with tiles for most-accessed sites. Sites are chosen based on the frequency of your visits.

Facebook integration is relatively easy to install by visiting the Facebook Messenger for Firefox page. Firefox also has a unique Panorama feature which is a way to organize tab groups and will be welcomed by those who like to have lots of tabs open. Firefox continues to have excellent bookmark and settings syncing and exten-

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Jake's Favorite Plug-Ins

eBay Classifieds The eBay brand itself is one of the biggest benefits of this site since it's a well-established brand to say the least. It includes most of the same category listings as Craigslist.

Pawngo As you might guess from the name,

this site is sort of a digital version of a pawn shop with the ability of the user to list their items if they accept Pawngo's estimated resale value. Helpful if you want to unload your odds and ends.



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AxiGuard Improvements...

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sions features.

Microsoft Internet Explorer 9 Microsoft is focusing on changes to IE10 to correspond with Windows 8 but even so IE9 was is a considerable improvement over IE8 with faster speeds, trimmed down interface and HTML5 support. It also has stronger security than Chrome or Firefox with its Tracking Protec-

tion Feature. It also has the very handy One Box feature which has a single text box for addresses and search too, like Chrome. Their new Pinned Sites feature is perhaps one of the most interesting which is created by simply dragging a webpage's icon down to the Windows 7 taskbar.

All in all, these three browsers have much to commend them although you're sure to find your favorite.

Craigslist Alternatives...

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ST. PATRICK'S DAY IS SUNDAY, MARCH 17!

* St. Patrick's Day is in honor of St. Patrick, the Patron Saint of Ireland, who brought Christianity to Ireland in the 400s. Although blue was the original color associated with St. Patrick, it slowly changed to green.

* St. Patrick's Day became an official public holiday in Ireland in 1903. In the 1990s, the Republic of Ireland started showcasing Irish culture and Ireland through the St. Patrick's Festival which is now a multi-day event.

* There are over 34 million Americans of Irish descent in the United States. Many Americans celebrate St. Patrick's Day enthusiastically regardless of whether they have any Irish heritage.



Social Media Updates

Social media is constantly changing and keeping up can be a bit of a challenge but here are some changes worth noting..

LinkedIn If you've been on LinkedIn lately, you might have noticed people giving and getting so-called "endorsements." Rolled out last fall, the feature lets members vouch for another user's proficiency of certain skills like business development, project management, or blogging.

LinkedIn recently announced a new milestone for the feature — in less than six months, users have given out one billion endorsements for skills ranging from Visual C++ (the first endorsement) to water treatment (the billionth). LinkedIn is essentially building a bank of experts with these endorsements, so users can quickly find someone who specializes in anything from wine to negotiation.

Skill endorsements may intend to bolster members' credibility and expertise but there has been criticism of the feature as being essentially meaningless. You might receive an endorsement from someone you don't even know or think you don't know and you wonder whether it's a legitimate endorsement. Sometimes you might receive endorsements for skills you don't even know you possess! However, make it easy for people and update your list of skills. Pick 10 or so. Under "More" at the top of your profile page, pull down the menu to "skills and experience" and type a skill into the box. For example, on the right you see the list associated with Newsletters and then you can choose which related skills to include.

Search Skills & Expertise

Related Skills

- [E-newsletter](#)
- [Newsletter Production](#)
- [Fact Sheets](#)
- [Backgrounders](#)
- [Marketing Copy](#)
- [Company Newsletters](#)
- [Direct Mail Pieces](#)
- [Writing News Releases](#)
- [Bylined Articles](#)
- [Email Newsletter Design](#)
- [Talking Points](#)
- [Editorial Calendars](#)
- [Eblasts](#)
- [Sales Letters](#)
- [Trade Publications](#)
- [Internal Events](#)
- [E-newsletter Design](#)
- [Media Kit](#)
- [Media Pitches](#)
- [Q&As](#)

Whether or not you think endorsements have any value, they have been a huge success for LinkedIn. Since launch, members have generously handed out 50 million endorsements per week, LinkedIn said. More than 18 million people have given endorsements, and over 58 million people have been endorsed for their skills and expertise.

The No. 1 endorsed skill to date is strategic planning, followed by customer service, Microsoft Office, project management, and recruiting.

Pinterest While you may know of Pinterest as a way to showcase your hobbies and interests, you can also use Pinterest for business. First, you might want to convert your page to a business account by going to <http://business.pinterest.com>. Add your contact information and then accept the terms of use for corporate users. Of course, it's important to pin images appropriately and with copyright permission. Make sure to say thank you if your images have been repinned. Also think of ways to make your images more repinnable such as adding personalized or descriptive tag lines to your images. Make sure you've added the "Pin It" button to the bookmarks bar of your favorite browser so that Pinterest is always easily accessible. To learn more, go to Pinterest and visit their "Pinterest for Business" board which provides some good ideas.



guide to using

Pinterest

for

Business

What to Pin ?

- > Images of your product
- > Photos of your workplace culture & employees
- > Infographics
- > Blog posts & resources
- > Videos
- > Customer testimonials

When to Pin

2pm to 4pm

1am to 8pm

thursday & saturday

Image Optimization Tips

Pin your own unique images

Use target keywords in filenames and individual pin descriptions

Pay attention to image size Max width = 600px Thumbnail view width = 190px

Make sure to pin quality photos with great visual appeal

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Inquiring Minds...

Wearable Computing??? Computer watches are soon to come and now clothing manufacturers are looking to create wearable computers. Artefact has come up with a design for a Pilates shirt, for example, that would use sensors to monitor and correct body position. Google and Nike are also researching the concept. It's not entirely new as insomniacs wear wristbands to monitor their sleep habits and skier don goggles with heads-up displays to see how fast they are moving.

Facebook News Feed

Facebook has a new look for its mobile news feed which will make it look closer to other info streams on mobile apps such as Google+ and Flipboard.

Great Technology Hubs

Of course you've heard of Silicon Valley and know of the famous companies that have launched in the region including HP, eBay, Yahoo, Google, Apple and so many others. But, you might not know of the other areas around the United States and the world where technology start-up regions are developing. And, the reasons why these areas develop depend on a variety of factors including intellectual resources, office rents, and financial backing to name a few.

Sometimes this is happening because of an individual like Tony Hsieh of Zappos who is investing his own money in Vegas and other times it's because of local or state-funding such as LaunchKC which is a Kansas-city subsidized initiative. In other cases, it might be because of the distinct lack of government support such as the city of Berlin which forces people to create and pull themselves up by their own bootstraps.

Bangalore has been dubbed the "Silicon Valley of India" due to the fact that about 35% of all IT jobs in India are in that city and because of all the high tech and engineering schools that provide so many graduates for the industry. Other Asian cities of note include Hong Kong, Seoul and Tokyo.



Bagmane Tech Park in Bangalore

As an industry, technology start-ups and development is exciting and the opportunities continue to abound locally, nationally and internationally!

An Irish Blessing

May you have warm words on a cold evening, a full moon on a dark night, and the road downhill all the way to your door.