



“As a business owner, you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

- Rick Johnston
Information Mgmt. Systems

April 2012
Fargo, ND

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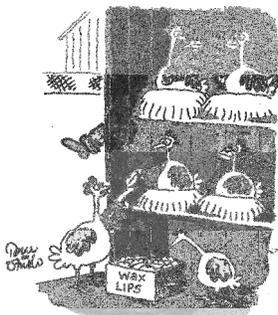
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"Ok, here comes farmer Brown, put these on and remember.....act natural!"

Technology Times

“Insider Tips To Make Your Business Run Faster, Easier And More Profitably”

NEW Security Threat: Infected QR Codes

While it may be tempting to scan that QR code with your iPhone or Android phone, it may not be a good idea. Hackers, pranksters and fraudsters are now using those QR codes in phishing attacks and to download malware to your device.



We’ve all seen those interesting little barcode boxes with lots of squiggles and lines that urge us to scan them with our cell phones. These are called QR codes, these shortcut codes to mobile websites and applications are a simple way to cram loads of information into users’ devices with total ease. The same convenience and seamlessness that makes this technology a great way to transmit information also makes it an ideal vector for hackers, pranksters and fraudsters to use against us, security experts warn.

Just like URL shortening services have made it easy to spread malware through social media and the web QR code is doing the same for hackers who love it for its obscurity.

Attackers can fool users into scanning bad QR codes several ways. They might put a sticker over an advertisement’s legitimate QR code. They might just print up some phony ads or flyers and distribute them into public places. Or they might send them in a traditional spam attack.

Once a victim has scanned a malicious QR code, the attackers can come at them in a number of different ways. They can use the code to direct the victim to phishing sites just like with emailed spam. Or they can be used to install malware on the phone.

Want to protect your cell phone before it’s too late? Call us today at 701-364-2718. For the first 5 people that call we will install VIPRE Mobile Security Beta version FREE of charge. *This service is only available for Android phones.

VIPRE Mobile Security puts your safety first. VIPRE Mobile Security brings award-winning antivirus and security software to the mobile market. Protect your device from hackers, malicious software, and data loss.

By: Ericka Chickowski. This entry was posted in the Channel Insider: January 26, 2012. Internet Explorer, To see more information articles please go to: www.channelinsider.com Reference: Technology News and Information.

Want to Lock-in your IT Costs for the Next **THREE** Years? Sign up for IMS Total Care Services **TODAY!**

Shiny New Gadget Of The Month



Here we are in April...how have you done with your New Year's commitment to "get in shape" or "eat better and exercise more?"

Well, if you have fallen off the wagon, I have some good news for you. And even if you have stuck with it, this little tip can make your efforts even easier.

MyFitnessPal.com provides a FREE online tool for tracking your diet, exercise activity and fitness goals. This site makes it easy to set your weight loss goals and overall nutrition plan. Each day you can log in to track food you eat for a breakdown of calories, fat, carbs and protein of each item. Any exercise activity can be logged and will subtract from your daily calorie bank.

There is also a social element to this site. Much like Facebook, you can ask to "friend" other members, post on a common wall and share encouraging words throughout your journey to good health.

MyFitnessPal.com is easy to use on your computer or via apps available for iPhones and other Smartphone devices.

As they saying goes, "That which is measured improves." By simply tracking and measuring your food and exercise results on a daily basis, you become accountable for everything you eat and for every activity—or lack thereof. Seeing your progress in black and white will surely boost your results!

Check it out:
www.MyFitnessPal.com

Dealing Crack? There's An App For That

Not too surprisingly, drug dealers and criminals are using the latest technology to run their "business.." Recently an iPhone developer, A-Steroids, created an application known as "Drug Lords," a program that would enable both drug-dealers and users to find one another in real time and space using their smart phone's built-in GPS. This application allows dealers to post prices of the various drugs they are selling, the amounts available and even comes with a convenient calculator that determines the prices per gram. They can even raise or lower the prices by location and supply so the price per gram is cheaper in Paris than New York.



Using Google maps, buyers (a.k.a. customers) can quickly find the location of the nearest dealer and compare prices to make sure they're getting the best deal possible. And like any good "market" online, it contains a star rating system allowing buyers to post feedback on the quality of the products and customer service. More recently, A-Steroids added a point system that allows you to pull some strings, like to gain full police protection for some period, to postpone your loan shark pay off or even to get a full refund for your equipment upgrades so you can rearrange them. There is a free version of this app and a more robust paid version.

Fortunately, Apple rejected the application to be sold on iTunes stating that "anything that involved or implicated the trafficking of illegal commodities would not pass the bar or be accepted for sale." The developer, A-Steroids, claims the application was meant only as a game and that it was not designed to assist real-world drug deals; but since the application worked exactly as advertised, it could have easily become the perfect app for drug dealers.

Not to be discouraged, A-Steroids rebranded the game as "Underworld: Sweet Deal." While all the basic features and objectives of "Drug Lords" remained intact, the products being sold were changed from cocaine, heroin and marijuana to donuts and lollipops. Naturally, this can still be used by drug dealers provided all the users agree that "lollipops" is code for heroin.

Attention Parents: The above story is a good reminder to make sure you are constantly monitoring your children's phones, Internet usage and other devices. You also need to keep yourself up-to-date on the latest scams and threats so you know what to look for to keep you and your family safe.

The Lighter Side...

The Earth Is Getting Lighter Every Year



Did you know our planet is losing 50,000 metric tons every year, even though we gain 40,000 metric tons due to gravity pulling in space dust? Why the loss? Here are the numbers according to Dr. Chris Smith and Cambridge University physicist Dave Ansel:

- Earth gains about 40,000 metric tons of dust every year, the remnants of the formation of the solar system, which are attracted by our gravity and become part of the matter in our planet.
- NASA says that Earth gains about 160 metric tons of matter a year because the global temperature is going up: "If we are adding energy to the system, the mass must go up." Oh, those crazy thermodynamics.
- But here the biggest reason for our weight loss: about 95,000 metric tons of hydrogen and 1,600 metric tons of helium escape Earth every year. They are too light for gravity to keep them around, so they get lost in space.

What about all those buildings we construct and trash we create? Apparently that has a zero sum effect since these items are being made of matter that already exists and is merely being transformed.

How To Get Your E-mail Broadcasts Opened, Delivered And Responded To

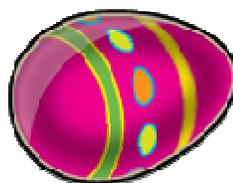
Despite all the spam, e-mail is still the workhorse of online marketing. As a business owner, the lure of fast, cheap and easy communication to hundreds if not thousands of customers is too hard to resist. But e-mail is certainly not a "perfect" media. Response percentages are low to non-existent and you can quickly make a lot of people angry if you don't use it properly.



First and foremost, get your customers to give you their permission to e-mail them. Sounds obvious, but many salespeople are using LinkedIn or other sneaky ways to garner e-mails online for prospects they've never met or talked to. If you don't mind making a handful of people REALLY angry with you, this might be an okay strategy. However, if you want to build a good relationship with the people you are trying to sell your services to, then work hard to EARN their attention, not steal it.

So how do you do that? By offering some type of valuable information or entertaining content to them in exchange for their e-mail address. This could be a "how to" webinar, white paper, eBook or buyers guide. For example, a realtor could offer a monthly newsletter on home sales and home values for their neighborhood. A vet could offer a free report on "How To Solve The Top 3 Misbehaviors In Dogs," or "How To Choose The Perfect Cat." A restaurant could offer coupons and specials exclusively for their newsletter subscribers along with recipes and invitations to VIP client events. This type of information should be offered on what's called an "opt-in" page. You can see one of ours by going to www.imsisis.com.

Once you have their e-mail address, don't abuse it by sending boring, off-target spam. That means you'll have to work hard to consistently come up with good, valuable and interesting content or subscribers will ignore, delete and opt out of your list fast. And finally, make sure you have clear opt-out instructions on every e-mail you send along with your full contact information; the law requires this and it's just good online etiquette.





FREE BUSINESS ADVISORY GUIDE:

“12 Little-Known Facts Every Business Owner Must Know About Backup, Security And Disaster Recovery”

If you are relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative eBook. You will learn what most IT consultants don't know or won't tell you about making sure your company's critical data is safe from loss, corruption, cyber criminals, natural disasters and employee sabotage, in addition to:

- 1) The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.
- 2) 7 critical characteristics you should absolutely demand from any offsite backup service.
- 3) Where tape backups fail and give you a false sense of security.
- 4) The number one cause of data loss that businesses don't even think about until their data is erased.

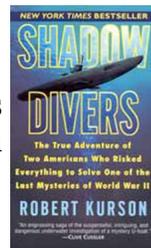
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info@imsnetworking.com



The Book End

By: John Wobbema

Shadow Divers
By: Robert Kurson



This is a non-fiction book that reads like a novel. It is about two men, who, professionals in their field of deep water diving were well known for finding the elusive un-findable shipwrecks.

Always looking for that next “big” find, in 1991 a fisherman came along with information about a wreck that he knew nobody knew about. The hunt was on. The mystery wreck turned out to be a German U-Boat, which was lying in 230 feet of water, sixty miles off the shore of New Jersey. Nobody knew it existed. This is a true story that will grip you and keep you reading until the end.

Review from *The New Yorker*:

“Deep-wreck divers are used to operating with almost no headroom and in zero visibility, navigating by touch alone; it is a compliment to be told “When you die, no one will ever find your body.” Despite the dangers, wreck divers are typically weekend warriors, men who leave families and jobs behind to test themselves at two hundred feet down. Kurson's exciting account centers on two divers, John Chatterton and Robert Kohler, who in 1991 found an unidentified U-boat embedded in the ocean floor off the coast of New Jersey. The task of identifying it leads them to Germany, Washington, D.C., and the darkest corners of the submarine itself. Some of the most haunting moments occur on land, as when the divers research the lives of the doomed German sailors whose bones they swim among. Once underwater, Kurson's adrenalized prose sweeps you along in a tale of average-guy adventure.”

Tip of the Month:



Are you working with dual monitors and wish to open two spreadsheets? We have a solution for you! Open one spreadsheet first, maximize it to one monitor, then go to the Start Menu and hold SHIFT while clicking the Excel shortcut. This will call a second instance of the application, and you can maximize it to the second monitor. Then manually open the file. This is not a permanent change. You will need to do this for every instance of Excel you would like in a separate window. If you are looking for a permanent fix (we will have to make a change to your registry), please contact us 701-364-2718 and one of our technicians will gladly help you.