

The Official TCG Magazine  
October 2016



# The Digital Lounge

## LIES

DESIGNERS TELL THEIR CLIENTS

## POKEMON GO

EVERYTHING YOU NEED TO KNOW

## RANSOMWARE

HOW TO LEARN FROM PAST MISTAKES

WHAT MAKES SOMEONE  
A DIGITAL NATIVE?



**THE COMPUTER  
GUYZ**

**Cape Town**

**Pretoria / JHB**

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## PASSWORDS ARE LIKE UNDERWEAR

**1**

Change them  
regularly

**2**

Don't leave them  
on your desk

**3**

Don't loan them  
to anyone

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**HP**  
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**Internet Solutions**

## HERE'S TO CHANGE

How do you feel when I say there are less than 4 months left of 2016? Believe it or not people, but the year is almost done and some may feel a bit depressed about it. Have you accomplished all you wanted to this year? Or did you go through the year faster than you go through toilet paper?

Here at the TCG offices, we'd like to think we accomplished a lot in 2016.

Even though we have had our ups and downs throughout the months, we have risen above them, made the necessary changes and we still continue to grow.

It is simple, there is a lot of uncertainty in the heat of the moment, but technological changes are happening so fast that deciding what to do next can almost paralyse you.

One thing is clear here at TCG, we embrace change and don't hold out too long to scope a situation, meaning we'll never get left behind.

So, here's to change, challenges, chaos and meeting them all head-on in the last few months of 2016 and the New Year to come!



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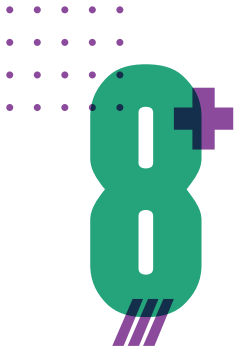
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JUST  
SAY  
NO

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# ERRORS THAT WILL MAKE SOMEONE LEAVE YOUR WEBSITE

Attracting a potential customer is hard, but grabbing their interest and reeling them in is even more difficult. It's important to design a website so that users don't get frustrated and therefore stay on the website for longer. If you're on the market for a brand new website that is both expertly designed and affordable – contact us in Cape Town or Centurion today and these website faults won't even apply to you!

Read these examples of what NOT to do when designing a website...

## WHAT NOT TO DO

Don't provide visual elements that aren't clear in defining where the user is and what they're supposed to do next.

Don't scatter your main navigation links around your site.

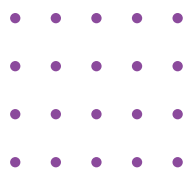
Don't bury your main navigation links in body text.

Don't make your link text hard to understand. "Other links" is generally not a good choice for link text.



## BAD NAVIGATION

Nothing is more frustrating than a website that's hard to navigate. Complex or inconsistent navigation can cause users to feel helpless, confused and even angry. These are definitely not the emotions you want potential customers to be feeling.



## HOW TO FIX IT

Your website navigation should be logical and easy to understand. Try grouping navigation elements in a central area. For larger websites try adding a sitemap.



## TOO MANY ADS

Suffocating visitors with ads that pop, flash and take over the entire browser will only enrage them.

## WHAT NOT TO DO

As a general rule, ads should never be the first thing visitors see. Don't be obtrusive with your pop-up ads. Try not to cover up content that attracted people in the first place. Avoid ads that take up more real estate than content.

## HOW TO FIX IT

Running ads on a site can be a great way to monetize. However, always be tasteful and discreet in your approach to displaying ads.





3



### BAD CONTENT STRUCTURE

Bad content structure can really destroy your conversion and retention rates. Make sure all the content is easy to find, especially contact info.

### WHAT NOT TO DO

Don't complicate things by distributing your content across too many pages when it could be easily put on one page. Don't forget to include the introductory content.

### HOW TO FIX IT

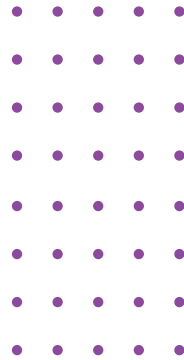
Make sure visitors don't have to spend too much time fishing around for the content they're looking for. Group similar content in a clear, concise manner. Consider using bold headings and highlight certain keywords that people may be searching for.



4

### OBTRUSIVE USE OF AUDIO & VIDEO

Most people value their ability to choose what content to absorb. Having video and audio that plays automatically can drive people away.



### HOW TO FIX IT

Give users the option to view videos or audio – don't force them. Sometimes a simple paragraph can easily convey the content of a video. Test and see which works best.

### WHAT NOT TO DO

Avoid excessive use of pop-ups that require visitors to register before they can see content.

### HOW TO FIX IT

Avoid putting up barriers between you and your visitors. If a visitor must register to interact with your site, try giving them an example of what they are signing up for. Offer a preview or a demo.

### WHAT NOT TO DO

Avoid using videos that automatically stream and interrupt the visitors browsing experience. Avoid loud of annoying music that plays in the background.



5



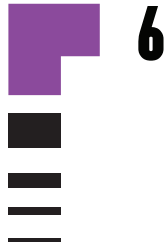
### THE REGISTRATION REQUIREMENT

Forcing visitors to register before they can view content is much like a physical barrier and barriers may ultimately cause the visitor to go somewhere else to find what they are looking for.

## HOW TO FIX IT

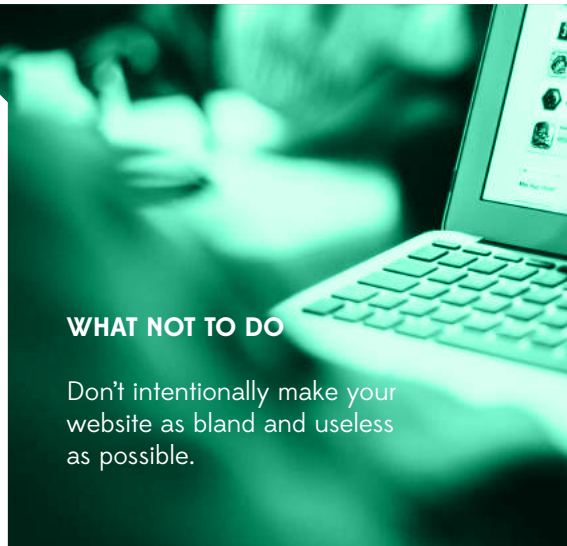
Always hire a designer. The colour palate, typeface and general tone of the website can have a huge impact on customer retention.

If you don't have a referral for a good designer, check out [tcgcape.co.za](http://tcgcape.co.za) or email [design@tcgcape.co.za](mailto:design@tcgcape.co.za)



## BORING CONTENT, BORING DESIGN

A dull website has no purpose or interactivity and will never create a great experience for visitors. 40% of visitors don't return to a website after having a negative experience.



### WHAT NOT TO DO

Don't intentionally make your website as bland and useless as possible.

### HOW TO FIX IT

Websites that are minimalistic can be effective and beautiful if they are done correctly. Consider ways to enhance interaction with visitors. E.g. Blogs, forums, special features.

### WHAT NOT TO DO

Don't use typefaces that are too elaborate, pixelated or have poor contrast.

For most kinds of websites, excessive use of bright, fluorescent colours can be distracting and abrasive.



## POOR LEGIBILITY

Abrasive colours, bad typography choices and too many typos all contribute to poor legibility. In the end this leads to poor user experience.



### HOW TO FIX IT

Keep your content current and fresh. This will boost interest levels and contribute to higher ratings on search engines.

- • • • •
- • • • •
- • • • •
- • • • •

Try adding a blog to your site. Blogging is an easy way to keep your content fresh and keep people updated. If you need an experienced blogger, check out [tcgcape.co.za](http://tcgcape.co.za) or email [copy@tcgcape.co.za](mailto:copy@tcgcape.co.za)

## LACK OF FREQUENCY

You may have found the perfect balance of interactivity, design and content construction. But you also need to keep your site fresh with new content.



### WHAT NOT TO DO

Don't forget to update content frequently. Don't use the "Under Construction" cliché. Rather use the new and improved term - "Coming Soon".





# Alain Salie

(otherwise known as Uncle Al)

Alain Salie (otherwise known as Uncle Al) has been working in the IT industry since he matriculated, but we wanted to paint a more accurate picture of our trusted workshop technician. What makes him laugh, what makes him cry and what really floats his boat? We caught up with Alain to ask him some fun and entertaining questions...

At The Computer Guyz, we consider ourselves a better company because of Uncle Al's infinite wisdom and skills. We hope he continues to spend many more years with us!

**Q:** If your life was a movie, which movie would it be and which actor would play you?

**A:** Transporter – Jason Statham.

**Q:** What is your favourite flavour of Simba chips?

**A:** My favourite flavour has to be sweet chilli.

**Q:** If you could swap roles with anyone in the office, who would it be and why?

**A:** I would swap rolls with the Boss, and then I'd make sure to buy pizzas every Friday!

**Q:** What three qualities do you need to be a successful workshop / IT technician?

**A:** Self discipline, Problem solving skills & Focus.

**Q:** If I gave you 1 million Rand to start a business, what would you start?

**A:** I would open up a high class night club.

**Q:** What would you spend your days doing if you didn't have to work for a living?

**A:** I would always be travelling and seeing the world.

**Q:** If you were on an island and could only bring three things, what would you bring?

**A:** Matches, a safety pin and string.

**Q:** Do you have any wise advice for youngsters who are just starting their careers?

**A:** Always be focused and work hard.



# RANSOMWARE

## HOW TO LEARN FROM PAST MISTAKES

Chances are you know someone, or a business, who has suffered a ransomware attack – it could've even been you! The strange thing is that, even though many of us have experienced the horrifying effects of ransomware, we still continue to make the same mistakes.

“Those who cannot remember the past are condemned to repeat it.”

We are encouraging EVERYONE to be aware and take note of these preventative measures and tips to avoid becoming a victim.

**JUST  
SAY  
NO**

### HOW TO SPOT A FAKE EMAIL ADDRESS

Often emails may seem legitimate because most user inboxes only show the display name. Do not trust the display name – check the email address in the header. If it looks suspicious or doesn't match up, don't open the email.

**1**

**Suspicious Emails** – This is a hacker's favourite bait, which involves spamming you with emails that appear to be legit. Often these emails carry a malicious link, URL or attachment like a zipped file. Always check who the sender of the email is, if it is from your colleague or the bank, always confirm with them first.

**2**

**Suspicious Websites** – Be aware that the bad guys who create the suspicious websites are often devious enough to create fake sites, sometimes even with their own fake anti-virus software!

## HOW TO PREVENT RANSOMWARE...

Buy Malware protection. Malwarebytes is an endpoint protection platform that protects your computers against threats and attacks. Malwarebytes is available for your home computer and your business computers, simply contact us right away and we can get you the protection that you need! Install a firewall. A firewall is a network security system that prevents unauthorized access to or from a private network. Block suspicious websites that may contain ransomware - you can buy or rent an effective firewall from us. Backup your data. External hard drives or cloud-based backup provide an easy and affordable way to backup your precious data. We can provide you with an offsite backup that will protect you and your business from losing everything.

Disconnect. Immediately switch off the network switch / router or take out the network cables to prevent the infection from spreading to other machines. Say goodbye to your files. Yes, there are preventative measures, but you actually have to do them in order to save your files. If you've been attacked, it may be too late to save your data.



I'M INFECTED  
NOW WHAT

Call us! We will format and reload your infected machines, and try to save as much of your precious data as we can. Even if you think you are safe, a ransomware attack can still happen to you. Don't leave it until you have lost EVERYTHING keep these tips in mind and always have a backup plan!

# WHAT MAKES SOMEONE A DIGITAL NATIVE?

Nearly everyone assumes the modern teen is internet obsessed. Sure, 92% of teenagers report going online daily – including 24% who say they go online “almost constantly”. But teens and their addiction to all things web doesn’t necessarily mean they’re a digital native. Nor is someone who just so happened to grow up in the Internet age.

## SO WHAT EXACTLY MAKES SOMEONE A “DIGITAL NATIVE”?

Marc Prensky, known for inventing and popularizing the terms “digital native” and “digital immigrant”, said the following: “The most important thing to realize is that this is a metaphor. It’s not a distinction or a brand, it’s extremely fluid.”



“Digital immigrants are people who grew up in one digital culture and moved into another,” Prensky explained. “Digital natives are people who grew up in one culture. They don’t have two cultures to compare.”



“Many notions and definitions have popped up in a number of places, and they’re often fairly contested,” said Lee Rainie, the Pew Research Centre’s Director of Internet, Science and Technology. “A native is someone who is totally aware and understands technology.”

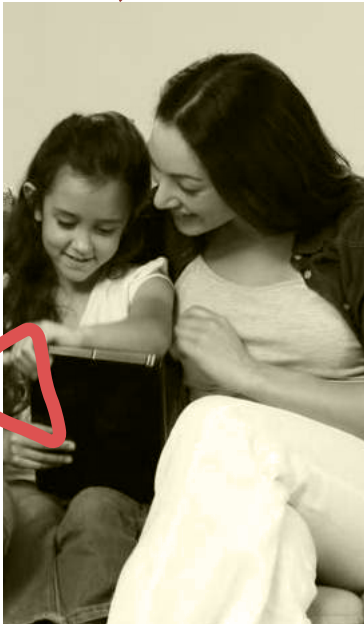


Rainie goes on to explain that many scholars and analysts believe even though digital natives are good at using platforms and social media, they don’t necessarily always know how to code or how these apps work.



Perhaps the most fascinating aspect of the concept “digital natives vs. immigrants” is the fact that it mostly has to do with the background and surroundings – not so much age of the person in question. Rainie, whose team has been tracking digital patterns for the past 16 years, says the “native vs. immigrant” divide essentially comes down to desktop compared to mobile-based usage.

Today's youth is more likely to be digitally native than their parents or grandparents. This comes into play with things like using trendy social platforms and services, such as Snapchat, as opposed to Facebook (the traditional social platform) or email. You can see the differences inside families, too – even four or five-year age differences result in varying experiences with digital media. These variances have effects on the way they consume media. In the past couple of decades, historical events have all been documented differently according to the preferred media of their day. Whereas some were mainly documented through cable television and emerging online coverage.



Today, however, digital natives may not be necessarily tech savvy, but their sense of knowledge of what's going on both digitally and culturally is what sets them up to be natives.

More often than not, teens have a self-awareness of the privilege they have of growing up in an all-digital era.



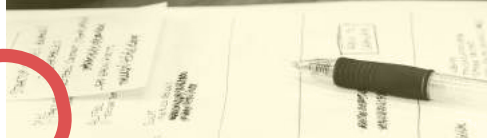
When it comes to this type of cultural grouping, it's no secret embracing digital platforms has been popularized by younger demographics. Those ages 18 to 29 have always been the most likely users of social media by a considerable margin. Overall, just because you grew up with the Internet, doesn't mean you are a digital native

To fully consider someone a digital native points to the fact that these people are deeply immersed into this world, they see everything such as the benefits – the love, emotional side – and at the same time, they see the cyber bullying and harassments. At the end of the day, a digital native is someone who gets it, for all the good and bad that it offers.



A study shows 57% of teens have met a new friend online, while social media and online game play are the two top ways to meet friends digitally. It's also ushered in different career paths, 18-year-old Isabel Radice says: "I love watching talks and reading articles online about Facebook's algorithms; it helped me realize I have an interest in programming and coding."

But overall, the online world is how digital natives form a good portion of their identity.



# POKEMON GO

EVERYTHING YOU NEED TO KNOW

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You may have heard stories of people hunting down Pokémon on their office desks, in hospital rooms, and even in bathrooms. One teenage girl even found a dead body while looking for Pokémon! Here at The Computer Guyz, we found out what Pokémon Go is all about.

Well, after a few years lying relatively low, Pokémon is making a bit of a comeback. The Nintendo-owned franchise, which exploded in popularity in the late 1990s, is again taking the world by storm – this time through Pokémon Go, its biggest entry into the mobile space, now available for a free download on Android and iOS. It's so popular that it's even on the verge of overtaking Twitter in terms of daily active users!

In simple terms, Pokémon Go uses your phone's GPS and clock to detect where and when you are in the game and make Pokémon "appear" around you (on your phone screen) so you can go and catch them. As you move around, different and more types of Pokémon will appear depending on where you are and what time it is. The idea is to encourage you to travel around the real world to catch Pokémon in the game. This combination of a game and the real world interacting is known as "augmented reality."

So why are people seeking out virtual creatures while at work and as they go to the bathroom? Part of the reason Pokémon Go is popular is that it's free, so it's easy to download and play. But more importantly, Pokémon Go fulfills a fantasy Pokémon fans have had since the game's first came out: What if Pokémon were real and inhabited our world?

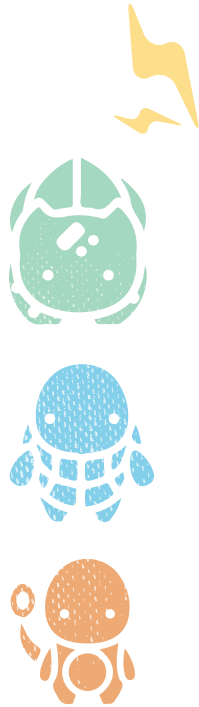
Everyone wants to become the ultimate Pokémon master, right? Though the game is quite simple, it is also deep if you want to finish the game 100% and brag in front of all your friends. Here are seven useful tricks that will help you master the game...



# 1 LURE POKEMON TO YOU WITH INCENSE

There are a handful of items you can collect in the game, but one of the most useful ones is the incense, which you can find randomly at Poké Stops.

With incense, you can lure wild Pokémon to your location for 30 minutes. There aren't a whole lot of Pokémon that show up, but hey, better than nothing! You will have to leave your app open, though, because the timer counts down even if you close the app.



# 2 HOW TO GET PIKACHU AS YOUR STARTER

Picking a starter Pokémon is tough. Do you go with Bulbasaur, Charmander or Squirtle? Maybe you don't want to start with any of those three and want Ash's adorable electric rodent Pikachu.

When you first start the game, Professor Willow will ask you to catch one of the three aforementioned starters, but you can actually catch Pikachu with a simple "hack." Just keep walking away.

Pikachu appears if you simply walk away far enough. It will probably take about 25 minutes of walking down five blocks, but Ash's best friend did eventually appear.

# 3 APPLY SPIN FOR EXTRA XP

Catching Pokémon in Go isn't hard – you just need to swipe up and throw Poké Balls at the critters – but you can actually get some more XP by spinning the ball before you throw it. This trick doesn't increase your capture success rate, but more XP points!





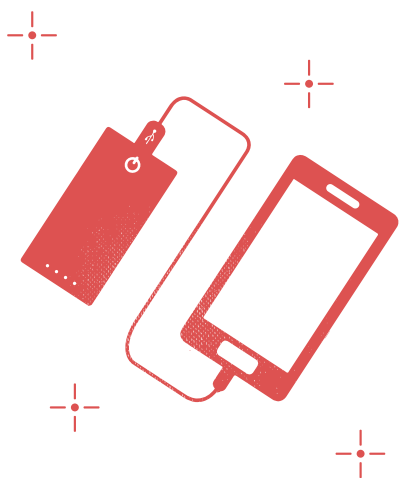
## 4 WATCH THE CIRCLES

Most players blindly throw Poké Balls at wild Pokémon, but there's actually logic to the catching madness. As you press and hold your Poké Ball, you'll notice a circle on the Pokémon getting smaller and smaller. What you want to do is throw the Poké Ball when the rings are smaller. It's harder to aim at, but by doing so, there's a less likely chance a stronger will escape from the Poké Ball. Pay attention to the colour of the circle, too. A green circle is the most common and means catching the Pokémon should be easy. Yellow is harder, and red is the strongest.



## 5 TURN OFF AR TO SAVE BATTERY LIFE AND REDUCE CRASHES

Pokémon Go is a battery guzzler. Maybe even more so than Snapchat. With the app already sucking down power because of its constant GPS usage, you'll notice your phone's battery drain quicker. To squeeze out more battery life and reduce the chances of the app crashing right when you think you've caught a Pokémon, turn off the augmented reality (AR) by hitting the switch in the upper right corner of the screen when you've encountered a Pokémon. Also, switching off the AR keeps Pokémon centred on the screen, making them easier to catch.



## 6 GET A BATTERY PACK OR CASE

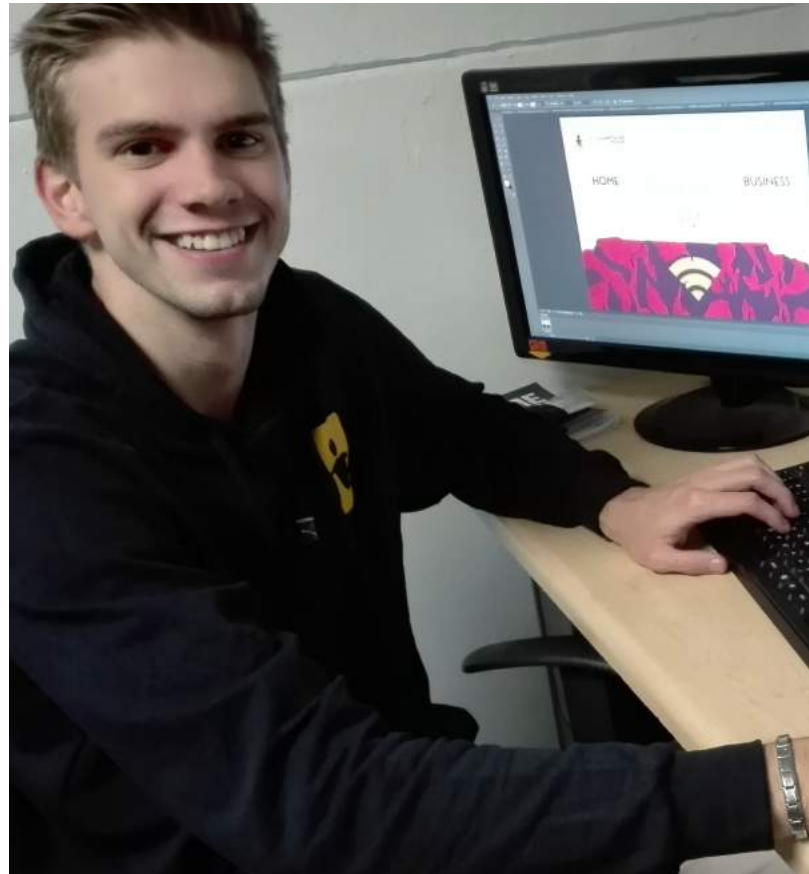
It sounds stupid, but like we said earlier, Pokémon Go eats up battery life like there's no tomorrow. To enjoy uninterrupted monster-catching, a battery case or a battery pack is a must. Almost any battery pack or charger with a large capacity will do. They're pretty cheap these days, too.

It's also a bit of an escape. While that certainly applies more to virtual reality, which can immerse you entirely in another world, Pokémon Go gives you the opportunity to for once forget about all the terrible shit happening out there, explore the beauty of the world, and catch some Pokémon along the way.





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## Chloe Naude Intern / Web Development

We are very pleased that Chloe has joined our web department team. Chloe started as our new Web Development intern in April 2016 and has shown us all how quickly she learns, as well as how great she is as a co-worker.

After 1 year of working as a freelance tutor, Chloe came to TCG having studied a webmasters course for a year with Stonebridge Online College. If you see Chloe around the building, be sure to welcome her to the company if you haven't already.

**Welcome Chloe!**

## Dylan Roux Graphic Design

Dylan started as our in-house graphic designer in January 2016. He has brought with him, a fresh new set of ideas and expertise to the TCG web design team. Before Dylan joined TCG, he studied Graphic Design for three years at Inscape Design College in Durban.

After receiving his bachelor's degree, Dylan started his journey to Cape Town to begin his career as a graphic designer. We're all very pleased that Dylan has joined the team.

**Welcome Dylan!**

The web team at The Computer Guyz put together 20 funny lies that designers tell their clients. From “golden ratios” to “international recognition”, if you are a designer, you’ve probably at least used one of these lies in your professional career.

# LIES

## DESIGNERS TELL THEIR CLIENTS

# 03

**LIE** - “I typically charge this much for a logo design.”

**TRUTH** - “I’ve never charged that much, but I’m hoping I can pull it off.”

# 04

**LIE** - “I stayed up all night working on this design.”

**TRUTH** - “I threw it together at 3am after a Game of Thrones marathon.”

# 05

**LIE** - “The logo is based on circular geometry for aesthetic balance.”

**TRUTH** - “This trick always impresses clients.”

# 08

**LIE** - “You always get top priority!”

**TRUTH** - “Right after all my good clients.”

# 09

**LIE** - “I like to give my clients options, here are three.”

**TRUTH** - “I couldn’t decide which font to use.”

# 01

**LIE** - "We are a prestigious web design agency."

**TRUTH** - "It's just me on my laptop at home in my underwear."

# 02

**LIE** - "We're right, it looks much better this way."

**TRUTH** - "You totally ruined it, but hey, it's your money!"

# 06

**LIE** - "Actually, my fax machine is broken, can I just email it?"

**TRUTH** - "What year is this? Who still owns a fax machine?"

# 07

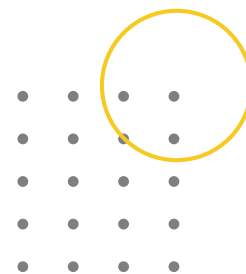
**LIE** - "The finished product took a bit longer than the initial quote."

**TRUTH** - "All your crazy changes made this way more expensive."

# 10

**LIE** - "You're current site is pretty good, but it needs some work."

**TRUTH** - "My eyes, my eyes!"



# 11

**LIE** - "No, this isn't a bad time. What's up?"

**TRUTH** - "I just sat down to eat dinner with my family."

# 12

**LIE** - "I was planning on working this weekend anyway."

**TRUTH** - "Sorry kids, maybe we'll go to Disneyland next year."

# 13

**LIE** - "I'll see if I have time for a few more projects this month."

**TRUTH** - "Guess I won't need that second mortgage anymore."

# 14

**LIE** - "I'm uploading the finished design right now."

**TRUTH** - "I'm rushing to finish it right now."

# 15

**LIE** - "Whenever you get to the invoice is fine, no rush."

**TRUTH** - "My kid needs to go to the dentist, pay me already!"

# 16

**LIE** - "We're an internationally recognized firm."

**TRUTH** - "I once had a client who lived in Canada."

# 17

**LIE** - "I'm swamped and not taking on any other projects this week."

**TRUTH** - "You're a terrible client and I just can't handle you this week."

# 18

**LIE** - "I used red to convey a sense of passion and intensity."

**TRUTH** - "Red is the default colour in Photoshop."

# 19

**LIE** - "Here's some work I did for Nike, Ford and Coca-Cola."

**TRUTH** - "It was all unofficial student work for a college class."

# 20

**LIE** - "The Golden Ratio makes the design perfectly proportional."

**TRUTH** - "Pretending I understand this math makes me look really smart."

# SO YOU FORMED AND RUN A NEIGHBOURHOOD WATCH, NOW WHAT?



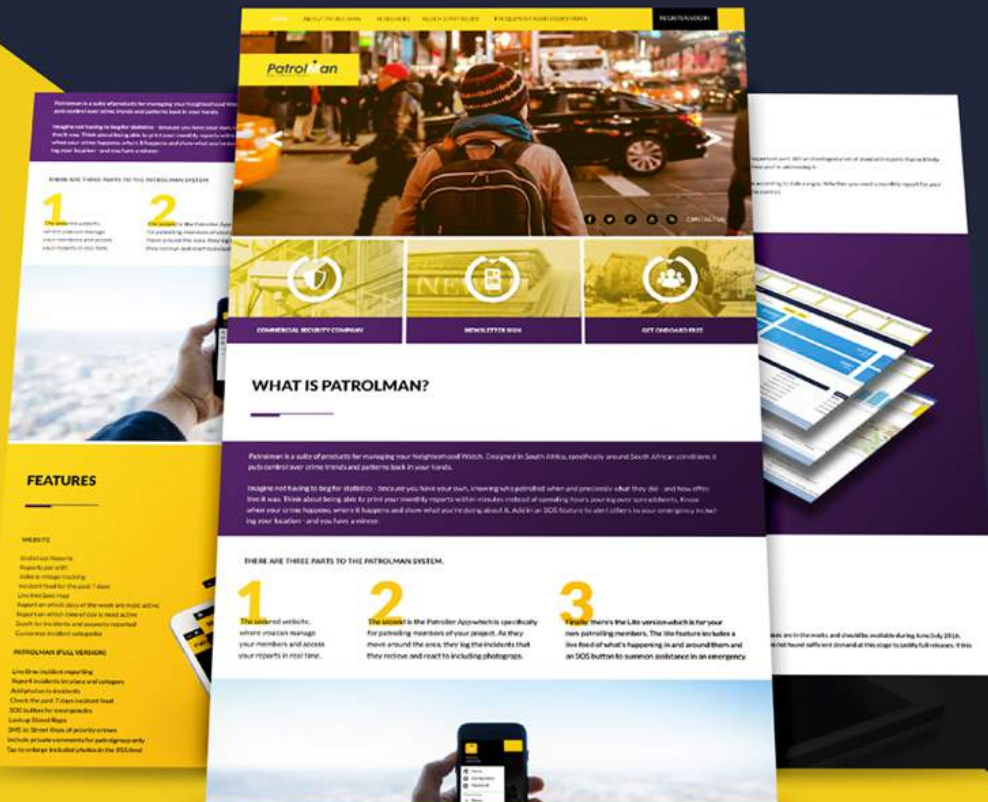
At TCG we have been successfully running a neighbourhood watch trust programme for over 10 years. Based on our experience and our requirements to keep record of criminal activities in our neighbourhood due to possible prosecutions, legal actions, insurance claims etc. we commissioned the development of our Patrolman Application. Patrolman is a revolutionary mobile application for neighbourhood watches and community safety organisations. It allows you to record and report on all criminal related activity within your neighbourhood. Patrolmen or women on patrol can view an RSS feed of activity as it is reported and correspond with each other.

All activity is recorded along with photographs and related information, this information can then be shared with your community and community policing organisations to address real problems on the ground with the statistical data to back up your claims. The backend reporting allows you to pull reports by reported crime type, street, specific address, vehicles, identify hotspots and share meaningful information that can be actioned with your community. The light version allows for the RSS feeds and a panic button. The panic button feature photographs the assailant and immediately uploads to the application.

This notifies the patrol commander as well as a nominated next of kin of your alarm and your GPS location, they system then polls your GPS location every 30 seconds until such time as you deactivate the alarm.

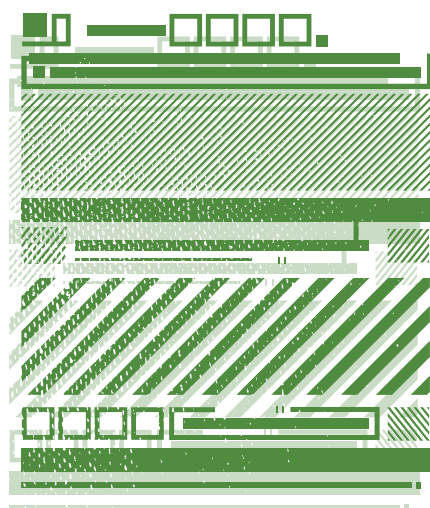
**Contact us today for your free trial or to discuss specific requirements you may have for your neighbourhood watch programme.**

+27215516222    craig@tcgcape.co.za    @PatrolManApp    www.patrolman.co.za



# CYBER SECURITY TRENDS

As the end of 2016 nears, it's time to look at the cyber security trends that took over the year. We have gathered together the pieces and mapped out what the cyber threatscape looked like in 2016.



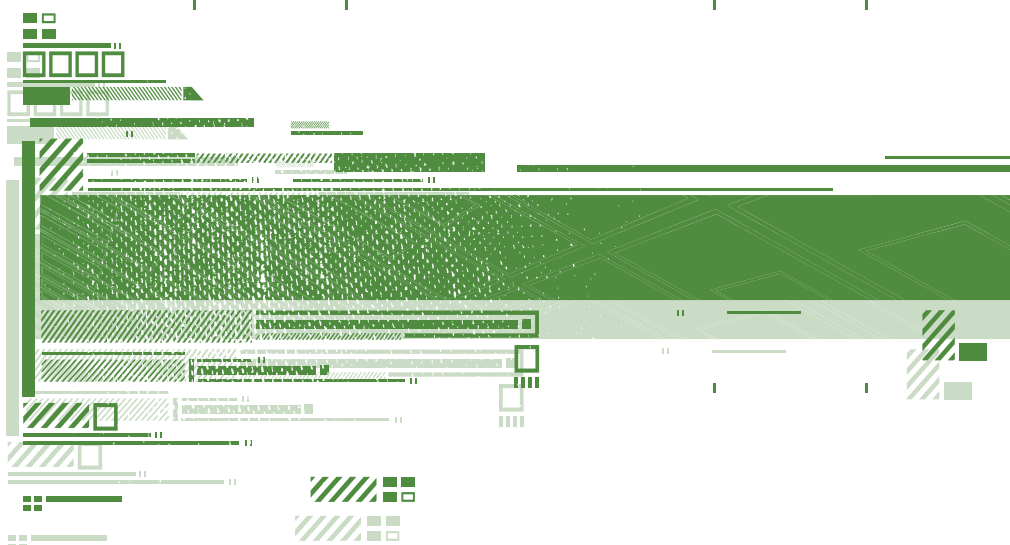
## MOBILEWARE - "ARE YOU THERE?"

"Mobile malware will grow to 20 million by the end of 2016." - Trend Micro

From popups to spyware, malicious mobile apps have been around since the launch of app markets. The rise in malicious apps however, is due to a combination of easy DIY tutorials and cheap entry to market. Anybody can make an app these days, with hundreds of YouTube videos and online training courses teaching just that.

## RANSOMWARE - BEWARE!

"More than a 165% increase in 2015" - McAfee While 2015 was dubbed "the year of the breach", as cybercriminals increased the number of profitable cyber extortion attacks, 2016 shaped up to become "The year of the ransomware". Ransomware has proven to be an exceptionally lucrative business, as the locked-out users are often desperate enough to pay exorbitant ransom amounts in order to free their devices and data.



# MAPPING OUT WHAT THE CYBER THREATSCAPE LOOKED LIKE IN 2016.

## IOT – RISE OF THE DRONES?

“50 billion devices will be connected to the internet by 2020” – Cisco  
There’s no stopping progress, and while you don’t need to fear your Wi-Fi enabled fridge, anything you lock, monitor or has access to your private details can pose a threat. IoT hacks are a YouTube fad, with everything from baby monitors to kitchen kettles being cracked by curious tinkerers. Unfortunately, such skills are easily learnt and are often transferable to more sophisticated and critical devices such as UAVs and cars.

## CLOUD DATA – WHATS GOES UP...

“4.6 billion cloud users by 2020”  
Whether you love it, or you’re still confused by it, cloud is a great tool for increasing collaboration and having access to your data on the go. The industry is growing dramatically this year, and some companies are being valued at more than \$160 billion, its no wonder hackers want a piece of the pie.

## HACTIVISM – THE AGE OF “DIGILANTES”

“The longest DDoS attach lasted more than 320 hours in 2015.” – Kaspersky  
It seems Robin Hood has given up the bow and arrow and taken digital form. From groups that call themselves Anonymous to whistle-blowers leaking confidential files, people do and will continue to take “justice” into their own hands. The growing level of DDoS attacks on mega corporations and governments have continued to grow this year.  
Take a glimpse into cyber security – the threats, solutions and ideas that shaped 2016. Only time will tell what the predictions for 2017 will be!

# 14 MISUNDERSTOOD TERMS BY INEXPERIENCED

## GRAPHIC DESIGNERS

### TINT

It is produced by adding white to a pure colour; thus increasing the lightness.

### TOPE

A greyed-down colour becomes a tone. When gray is added to colours, it reduces the chroma of a colour.

### LETTERMARK

A logo design with a distinct typography style based on letters such as initials or abbreviations.

### WORDMARK

Unique typographic treatment is given to the text in corporate or brand logos.

### DPI

Number of dots per inch on a printed page. The more DPI, the better quality of the image.

### PPI

Pixel per inch measures the pixel density of a digital image. Fewer pixels give a "pixelated" output.



# TERMS USED

## WIREFRAME

A blueprint of your artwork involving brainstorming and sketching. It helps you structure design.

## PROTOTYPES

Representation of design before finalizing solutions. A phase when you can interact with your creation to improve it.

## BITMAP

A.K.A raster graphics is an unresizable image made from a pixel grid. It is saved as a GIF, JPEG or PNG.

## VECTOR

An editable design made from mathematical formulas. It can be saved as an AI, EPS, PDF, SVG file.

## CROPPING

To remove outer parts of an image (that are unrequired) using a digital software, for emphasis.

## CROP MARKS

Lines added on the corners of an image, artwork or canvas to help printers with cutting and framing.

## BLACK & WHITE

Also written as B/W or B&W image, is made from pure black and white.

## GRAYSCALE

An image or artwork with a range of values through white to black tints and shades.



## KERNING

To adjust the spacing between individual characters in a word. A helpful technique for layout designers.

## TRACKING

A technique in typography that lets you add or subtract the uniform space between groups of letters.

# font

font font font font font font

## FONT

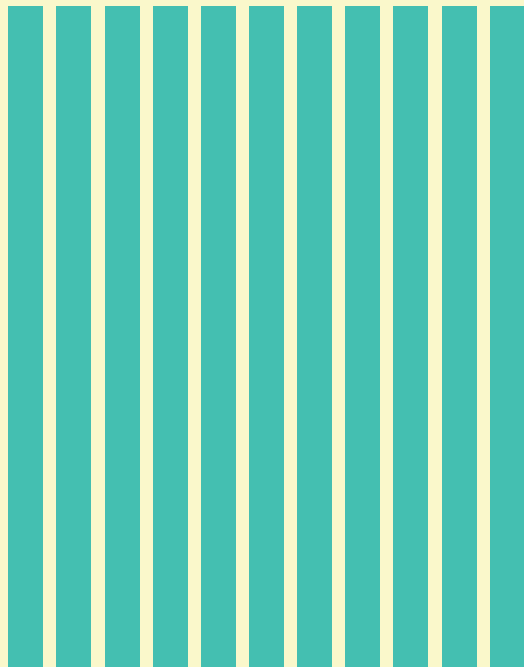
Variation of weights (bold, italic, and thin) of a typeface. Within a typeface style, there can be many fonts.

## COLOUR

An all-encompassing word referring to a hue, tint and tone. Any value of a hue refers to a colour.

## HUE

Purest form of colour – one that's not a shade or a tint. These are red, orange, yellow, green, blue, violet.

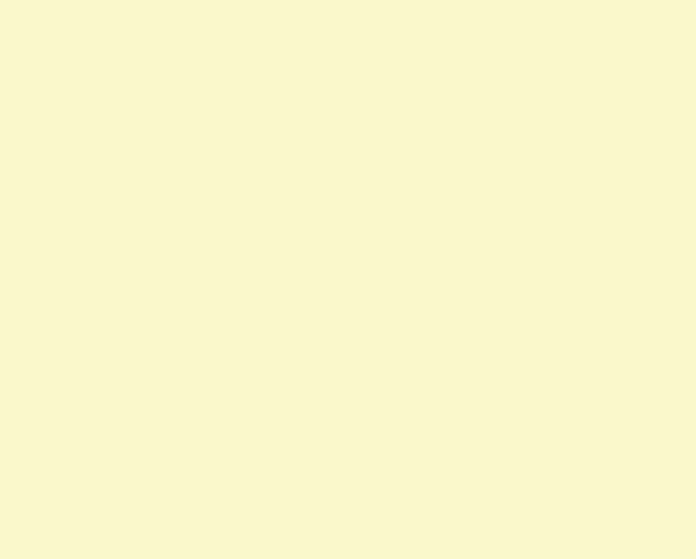


## WHITE SPACE

Portion of an electronic or print page left unmarked. It can be in any colour not just white.

## NEGATIVE SPACE

A deliberate attempt to leave space around or within shapes to create a meaningful visual illusion.



## GRADIENT

A function that creates a gradual transition from one colour to another across a surface of a shape.

## BACKGROUND

Anything that is “behind” something. A part of an image or design that appears the furthest.

## GRADIENT MESH

A tool that creates a mesh on a shape. Each editable point allows you to add colours, and do shading for a 3D effect.

## BACKDROP

It refers usually to a cloth or sheet hung at the back of an object. It is used in fine art and photography.

## EPS

Encapsulated PostScript is a file format that saves flattened vector graphics, but does not support transparency.

# TYPEFACE

## TYPEFACE

A style with a certain shape of letters. It’s a “family” of fonts. Arial is a typeface not a font.

## AI

A file format that defines Adobe Illustrator Artwork. It contains unflattened content that can be edited.



# MEET 2016'S TOP WOMEN IN TECH

Who's making waves in the world's most influential industry? Meet the female powerhouses changing the way you communicate, date, get around, and even do your laundry.



## MARCELA SAPONE

Cofounder and CEO – Hello Alfred  
Marcela Sapone, 30, spent spring break of her first year at Harvard Business School in 2013 on “start-up lockdown,” a project she’d thought up that involved her and four other students testing five business ideas over five days. The concept that seemed least feasible, conceived by her classmate Jessica Beck, was a subscription service that allowed busy professionals to outsource household tasks such as grocery shopping and cleaning. “We couldn’t get the economics to work,” Sapone says.

But she and Beck knew there had to be a market, particularly after calling high-powered and discovering almost all had live-in nannies or housekeepers. “But if you’re 26, how can you afford that?” Sapone says. “We wanted to solve the problem for us.” Hello Alfred—named after Bruce Wayne’s valet—was their answer. At first, Sapone and Beck collected customers with old-school flyers tacked up around Boston and hired employees through Craigslist—or did the errands themselves. But after graduating, they raised \$2 million, launched HelloAlfred.com at the 2014 Tech Crunch Disrupt conference, and became the first all-female team to win the event’s start-up competition!

## WHITNEY WOLFE

Founder and CEO – Bumble  
“After I left Tinder,” says Whitney Wolfe, the only female member of that game-changing dating app’s founding team, “a lot of articles came out saying I knew nothing. What better way to prove the naysayers wrong than to do it again?” The result, Bumble, which she launched in December 2014, flips the gender script by allowing only female users to make the first move. It racked up 3 million users in its first 14 months. Wolfe’s entrepreneurial streak showed itself early. She started her first business while at Southern Methodist University in Dallas—eco-friendly totes sold that caught the eye of Nicole Richie and Kate Bosworth—and at 22 she joined the team that went on to create Tinder.

In 2014, however, she famously resigned and filed a sexual harassment suit against the business (she can’t discuss the outcome, but it was reportedly settled for \$1 million). With Bumble, Wolfe’s intention was to create a different kind of company—and company culture—so she moved to Austin, Texas, and hired mostly women. Two years in, Wolfe, 26, has learned of “Bumble babies” and has heard from numerous women that the app helped them take the initiative in many areas of their lives, not just in love. “A lot of people create products that change how we live,” Wolfe says. “But to create something with a positive message at the helm, that’s what we’re most proud of.”





## ANJULA ACHARIA-BATH

Partner – Trinity Ventures

It's the rare venture capitalist who says, "Everything I do is about women." But that's the self-described mission of Anjula Acharia-Bath, 43, who throughout her career has consistently found ways to be a connector: between women and tech, tech and Hollywood, and Hollywood and Bollywood.

Raised in England, Acharia-Bath was working at a Silicon Valley executive search firm in 2006 when she and her husband started a South Asian music podcast called DesiHits. Within weeks, it had been downloaded 250,000 times. When Acharia-Bath mentioned this to a venture capitalist she knew, he responded by sending her a term sheet.

"I was flabbergasted," says Acharia-Bath, who went on to build DesiHits into a company dedicated to fusing pop culture around the world. With help from Interscope's Jimmy Iovine, who became an investor, she's introduced numerous celebrities to new markets—and she even brought Lady Gaga to India for the first time. In 2013, she became Priyanka Chopra's manager, helping the Bollywood queen chart her Hollywood rise. Along the way, Acharia-Bath made some prescient investments in female-founded start-ups, like boutique workout subscription app ClassPass. "Whenever I meet talented women, I just want to help them achieve their goals," she says. "It's my calling."

Last fall, Acharia-Bath joined respected venture capital firm Trinity Partners, where she works on bringing in investors and marketing its start-up investments. But her aims reach beyond building brands: "If you see a woman on TV who looks like you, doing amazing things," she says, "maybe that makes you believe you can do anything. Maybe it's the difference between writing that business plan or not."





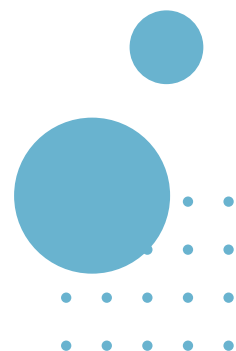
## JEN FITZPATRICK

VP – Google Maps

Jen Fitzpatrick was getting her master's in computer science at Stanford in 1999, just as Google was launching, and once she began using the search engine, she immediately recognized its potential. "So that summer I called up and got an internship," she says. "And then I was offered a job." She's been there ever since, and while she started by writing code, she now heads up Google Maps, the app used by 1 billion people globally. Not only does Google Maps provide directions, it can track deforestation in Indonesia, find the best Cambodian restaurant in London, and even explore Caribbean shipwrecks.

"The central problem we're trying to solve is how to help people explore the real world," says Fitzpatrick, 39. "And the level of detail people expect Google Maps to answer about the world is rising all the time. It's a huge challenge, but it's also an exciting moment because it means we're getting information to people that really matters to their lives."

Fitzpatrick's work with Google Maps is informed by data gleaned from Google searches as well as by the personal experiences of the Maps team. Fitzpatrick, for example, recently got stuck in a nasty traffic jam in India with a colleague whose phone couldn't locate a cellular signal. Unable to load Google Maps, they couldn't find an alternate route—a moment that underscored, for her, the importance of improving offline functionality, which is now a high priority for her team. Also sharpening her understanding of the urgent need for better traffic data: her experience as a mother of three. "If Google Maps can save me 10 minutes," she says, "that's 10 more minutes with my kids."





## TRACY YOUNG

Cofounder and CEO – PlanGrid  
Tracy Young, 32, is so focused on efficiency that she switched from contacts to glasses to streamline her morning routine (now down to five minutes). So it should come as no surprise that in 2010, while working as a construction engineer, she responded to a meeting that was slowed down by only having one up-to-date set of blueprints by personally ordering 15 extra sets. The bill? \$27,000!

This was Young's introduction to a costly reality the industry has long grappled with: Construction companies spend \$4 billion on blueprints annually.

That night, Young bemoaned her bill to another engineer. "We should be able to load blueprints on my new device!" he said, referring to the just-released iPad. This could not only save costs, they realized, but also resolve another construction difficulty: Plans change so frequently that people often end up working off incorrect drawings. If everyone were using iPads, changes could immediately be conveyed to the entire team. They recruited a software designer, Antoine Hersen, and a Pixar rendering engineer, Ralph Gootee, Young's then boyfriend (now husband), and PlanGrid was born.

In 2011, the company was accepted into the prestigious start-up incubator Y Combinator, and with Young as CEO, it has since been used on 400,000 projects in 195 countries. Its benefits—logistical and economic—are so apparent that one project manager recently told Young that learning about it felt like being taught to use fire for the first time.

## LEILA JANAH

Founder and CEO – Sama Group  
"Like most entrepreneurs, I'm probably a little bit manic," says Leila Janah, who travels incessantly as part of her work running Samasource, a non-profit that aims to alleviate poverty by providing people living everywhere from the slums of Nairobi to Haiti with digital jobs that pay a living wage. In 2012, Janah also started Samahope, the first crowdfunding site to raise money for surgeries needed by people in underserved communities (it paid for 16,917 treatments before it was acquired by Johnson & Johnson last year). Most recently, she launched Laxmi, an organic skin-care line, available soon at Sephora that employs low-income women to harvest the main ingredient, nilotica nuts from a variety

of Shea tree found at the headstreams of the Nile, thus also incentivizing the conservation of the trees themselves. Her goal is to use the profits to support her other endeavours, now united under the Sama Group umbrella. "It's luxury that funds social impact," she says. Raised in L.A. and educated at Harvard, Janah, 33, has worked for the World Bank and danced the samba in the Carnaval San Francisco; as a high school senior, she spent a semester working at a school for the blind in Ghana, an experience that was consciousness-altering. "It dawned on me that the charity model is destructive, since it often involves short-term stopgaps that create a hand-out mentality," she says. Eventually, this became a driving ethos. "Giving stuff away is always patronizing," says Janah. "It's much better to help people be able to buy things themselves."





## DEL HARVEY

Head of Trust & Safety – Twitter  
 Before becoming head of Twitter's Trust & Safety team, Del Harvey lifeguarded at a state mental institution pool, administered psychological tests to reality TV contestants, and posed as a child for Perverted Justice, an organization that worked with law enforcement to conduct sting operations on adults attempting to solicit minors for sex online. "It's not the most standard career path," she admits. But in 2008, when Twitter began having trouble with spam, she became the company's twenty-fifth employee.

The 34-year-old's ability to visualize the worst-case scenario, a skill acquired through her encounters with the "dark side," as she calls it, has served Twitter well as it has grown to 320 million users.

While at first she was a team of one, she now leads an entire group that focuses not only on spam but also on abusive behaviour and user safety, and as such walks a tightrope between enabling freedom of speech and combating harassment and intimidation (and even terrorism—Twitter recently announced it had shut down 125,000 terror-related accounts, most linked to the Islamic State). Due to Twitter's scale, though, sorting out what is abuse is profoundly complex. "Threats we don't allow," Harvey says. "But it's hard to draw the line. I spent the first years regularly startled to find Twitter being used in ways I never could have foreseen." "A lot of people are surprised I'm not super pessimistic," Harvey says. "But the negative interactions are significantly outweighed by the positive ones. And that makes me optimistic about the future."

## APRIL UNDERWOOD

VP of Product – Slack

The first computer project April Underwood ever worked on as a kid was building a spread sheet of her baseball-card collection on Microsoft Works. She's now vice president of product at Slack, a messaging app on steroids that syncs e-mail, Twitter, Google Docs, and more than 100 other modes of work communication into one comprehensible interface. But going into tech wasn't a foregone conclusion: She arrived at the University of Texas at Austin in 1998 on a chemical engineering scholarship, but when she and the major didn't click, she left it, lost her scholarship, and took a job in Internet tech support. "That's when I got into coding," she says. "I realized if I could build Web pages to help other employees, I could spend less time talking to angry customers."

She's since worked at Google, Travelocity, and Twitter, where she rose to become director of product, then left in February of 2015 to form the all-female angel investing network #Angels. Five months later, she joined Slack, just as it passed the 1.1 million active-user mark. Today, Slack has 2.7 million active daily users and a valuation of \$3.8 billion. Underwood, 36, who was promoted to VP of product last December, is in charge of figuring out which features to introduce next, and has an \$80 million fund at her disposal to invest in third-party apps that complement Slack's technology. "I used to enjoy following an instruction set," she says. "But at Slack, there's no checklist. Now what I enjoy most is the creative process that comes with building things out of nothing." The facts remain that women are often underrepresented across the tech industry, however we're going to keep on shining a light on you, women in tech.







## 2 Easy Things You Can Do to Speed Up Your Computer

- Shut down your computer every night
- Always download software updates

# YOUR ULTIMATE LAPTOP BUYING GUIDE

Whether you're looking to play games, stream movies or stay connected to work while travelling, the latest laptops balance portability with the performance and power you need. Start your search for the perfect laptop with our ultimate laptop buying guide.



## HOW IMPORTANT IS PORTABILITY TO YOU?

Screen size, the type and capacity of built-in storage devices, and the presence or lack of a CD/DVD drive all affect a laptop's size and weight. Laptops generally fall into three categories of weight:

**1.5 kg or less:** These streamlined laptops are great for students and travellers who need to perform basic e-mailing and tasks on the go.

**2-2.5 kg:** This midrange selection provides a balance between power and portability, great for users who occasionally work from coffee shops or airports.

**3 kg or more:** These workhorses provide powerful processing and larger screens, ideal for gamers and professionals who rarely use their laptops away from their desks.

## HOW WILL YOU USE YOUR LAPTOP

**Light use:** Surfing the Web, paying bills online, e-mail and social networking, organizing and sharing digital photos.

**Average use:** Storing and streaming music and movies, tasks like spreadsheet and document creation.

**Demanding use:** Multitasking with multiple tabs and programs, sophisticated graphics and photo editing, and video production.

More demanding users will want to invest a bit more in a higher resolution screen, a faster processor, more system memory, and a larger hard drive.



## DOES YOUR LAPTOP LOOK AND FEEL RIGHT?

You can learn a lot about a laptop by handling it. Hinges and clasps should feel sturdy enough to withstand daily use. Test the lid and body – typically made from plastics or aluminium’s – to see if they are adequately rigid and lightweight. Make sure that the keyboard’s spacing and depth allow for comfortable typing. The track pad and mouse buttons should allow you to solidly click scroll and zoom without skipping.

### OS X

Installed exclusively on Mac computers, OS X boasts an elegant and easy-to-use interface to complement Macs’ sleek aesthetics and impressive battery life. Macs have historically had fewer issues with viruses and malware. However, MacBooks start at a higher price point than other laptops, and no Mac model to date includes touch-screen functionality.

### Windows

Windows is designed specifically around an intuitive touch-screen interface (though it can be used with a traditional mouse and keyboard), expanding your navigation options. It also features a new task manager, streamlined file management and a suite of built-in apps.

### Chrome OS

Featured exclusively in the Chromebook line of mobile computers, this OS runs custom apps and cloud-based programs rather than traditional software. It’s great for surfing the Web, keeping up with your e-mail and social networks, and sharing your photos with friends and family, rather than more data-intensive tasks like video editing and hardcore gaming.

## SCREEN FEATURES

Laptop screen sizes range. A larger screen is ideal for gaming, watching movies, photo and video editing, and viewing documents side by side. Keep in mind, a big screen can increase the overall size, weight and power consumption of a laptop.

## DISPLAY TYPES

Different display technologies yield different colours and brightness levels. Many laptops employ LED backlighting, which can display bright colours without draining the battery. If you plan to use your laptop to watch movies and shows with a friend, choose a display with an IPS panel for wider viewing angles.

## TOUCH SCREENS

Touch-screen laptops make navigating on your computer more intuitive. Tap to select, hold and drag to move items, swipe to scroll and pinch to zoom, just as you would on a Smartphone or tablet.

# RESOLUTION

Higher resolution equals better picture quality. Laptop screens come in a range of resolutions (measured in pixels, horizontal x vertical): HD: 1366 x 768 resolution is standard on mainstream laptops. Good for Web-surfing, e-mail and basic computing tasks. HD+: 1600 x 900 resolution is great for casual gaming and watching DVD movies. Full HD: 1920 x 1080 resolution allows you to watch movies and play video games without losing any level of detail. Retina display: 2304 x 1440, 2560 x 1600 and 2880 x 1800 resolutions are found in Apple’s 12”, 13.3” and 15.6” laptop displays, respectively. QHD (Quad HD) and QHD+: With 2560 x 1440 and 3200 x 1800 resolutions, respectively, the extremely high pixel density creates crisp detail and sharp text, ideal for professional photo and graphics work as well as high-def movies and games. 4K Ultra HD: 3840 x 2160 resolution boasts four times the pixels of Full HD, creating rich colours and images for viewing and editing incredibly lifelike images and graphics.

# PROCESSORS

Your laptop's processor is like its brain. Working in combination with system memory, the power of the processor determines the complexity of software you can run, how many programs you can have open at the same time, and how fast those programs will run. Most laptops feature an Intel® or AMD processor.

## INTEL PROCESSORS

Intel® Processors

Intel's processors are at the heart of every modern MacBook and the majority of Windows laptops. Most prevalent are Intel's Core™ series of multicore processors:

**Core i7:** Intel's top-of-the-line consumer processor. The choice of "power users" like hardcore gamers, graphic designers, photographers and videographers. It excels at serious multitasking and high-demand multimedia creation for projects in 3D or high definition.

**Core i5:** Mid-grade Core processor and one of the most common Intel processors currently in use. Powerful enough for most computing tasks, and multitasks well so you can stream the big rugby game while looking up stats and sending e-mails.

**Core i3:** The entry-level Core processor, more than adequate for everyday e-mail, Internet and productivity tasks. It's also fine for common activities like listening to music.

**Core M:** A processor designed for ultra slim devices, providing plenty of power for day-to-day surfing and e-mailing without being a major drain on battery life.



## AMD PROCESSORS

AMD has two categories of processors that are most common:

**FX and A-Series:** Like Intel's Core chips, these processors include a graphics processor built into the same chip. In order from top-of-the-line to entry level, they include:

**FX:** Best Buy-exclusive powerhouse for serious gaming and heavy multitasking

**A10:** AMD's flagship chip, with blazing quad-core speed and exceptional graphics performance

**A8:** Improved graphics performance enables immersive 3D gaming in HD

**A6:** Smoother video streaming and enhanced photo quality

**A4:** Responsive performance for music, photos and video  
Variances exist within processor classes. Laptops designed for exceptional battery life often incorporate an ultra-low-voltage version of the listed processor, which usually sacrifices processing speed.

For heavy graphics work or gaming, choose a laptop with a dedicated graphics card and video memory. Having separate resources for your graphics allows for faster, smoother processing while you're watching movies, playing games or multitasking.

## MEMORY

Random-access memory, or RAM, is important because it helps your processor tackle multiple tasks at once. A minimum of 2GB is required for basic computing, but 6GB or more is recommended if you're into graphics and advanced photo or video editing. Most laptops have 4GB–8GB pre-installed, and some have up to 32GB. If you think you might need more memory later, choose a model that lets you expand the RAM.

## HARD DISK DRIVES

Traditional, mechanical hard disk drives are the most common type of storage because they're relatively inexpensive and offer huge capacities. However, they also add significantly to a laptop's weight and thickness, and generate both heat and noise.

## SOLID-STATE DRIVES

Solid-state drives, also known as SSDs (or, in Apple's case, "flash storage"), are many times faster than hard disk drives, but typically offer far less capacity. SSDs also offer tremendous advantages in physical size, weight and power efficiency, along with negligible heat production and noiseless operation, making them an ideal choice for ultra slim, ultra lightweight laptops. And unlike hard disks, SSDs have no moving parts to wear out.

## INTERNAL STORAGE

Traditional hard disk drives offer larger storage capacities, but add to a laptop's weight and thickness while generating heat and noise. Alternatively, solid state drives (also known as SSDs or flash storage) are much lighter, faster, cooler and quieter than hard drives – but they're also much more expensive per GB, so typically provide less storage space. Some laptops feature a hybrid drive, which combines a hard drive with a solid state drive for the benefits of both.

# BATTERY LIFE

Manufacturers' battery-life claims range from just a few hours up to 12 hours or more. Laptop enhancements – such as increased processing power, larger and higher resolution screens, faster hard drives, or the addition of an optical drive – will drain your battery more quickly.

## PORTS AND CONNECTIVITY

Laptops typically provide several options for staying connected to the Internet as well as to other devices. Most laptops provide the latest wireless standards plus Bluetooth capabilities so you can easily sync your Smartphone, speakers and other portable devices. If you are a frequent traveller, consider a laptop that connects to the 4G LTE network so you can access the Web even when you're not near a Wi-Fi hotspot. Keep an eye out for the following ports that are commonly used for connecting to TVs, cameras and other devices:

**USB 2.0:** Connects external drives, gaming controllers, Smartphones, MP3 players and other accessories.

**USB 3.0:** Transfers data faster than USB 2.0, but only when used with USB 3.0 devices.

**USB Type-C:** Provides blazing speeds and versatile power, featuring connectors with identical ends that plug in upside down or right-side up. Adapters allow for video as well as backward compatibility.

**Thunderbolt:** Ultra-high bandwidth for fast data transfer between devices featuring a Thunderbolt or MiniDisplayPort connection.

**HDMI:** Connect a projector or display HD media on your flat-screen TV.

**Media-card slots:** Transfer photos from your digital camera or camcorder.



## GAMING LAPTOPS

Designed specifically for high-performance games and tasks on the go, gaming laptops provide boosted power and beefed-up features. Advanced processors and graphics cards allow for faster, smoother game play, while enhanced speakers and larger screen sizes help bring the game to life. Some gaming laptops also include programmable keys, colour-coded backlit keyboards and additional ports for convenient connectivity.

However, these resource-intensive features often heat up the laptop while cutting down on battery life and portability. Consider how often you'll be taking your gaming on the road, and choose a laptop with a cooling system that leaves your hands comfortable and your graphics smooth.

## 2-IN-1 LAPTOPS

If you like the power of a laptop but also need the portability of a tablet, consider a 2-in-1 (also known as "convertible" or "hybrid") laptop. These devices provide the functionality of touch-screen laptops with versatile displays that shift or detach into a tablet.

Choosing the right laptop can be a complicated process, keep in mind what exactly you will be using your laptop for, whether you intend to lug it from place to place or simply use it as a device to snuggle up with in bed. There is a good deal to consider, so use this guide to help you through the process.

## WHAT IS INCIDENT MANAGER?

Incident Manager is a leading mobile framework for capturing, recording and reporting on all types of incidents. Its flexibility of design allows us to deploy it in a variety of forms to fulfil most mobile incident logging requirements. It has three components, a front end capture application, a back end website that provides the real time information as it is captured and a view only application that provides a live feed of information captured by your end users, complete with highlighted notifications, automated workflows, images, alerts and even automated sms or email notifications.

## FEATURES

The front end (mobile) application captures the following data natively:

- The users details.
- The users location.
- The type of incident categories you have defined in a drop down menu.
- A list feature that can be used or populated with for example locations, building names, complex names, products, construction sites, clubs etc.
- Product or building owners, licence inspectors, representatives in the field can be associated with the list feature.

**Contact us to discuss your mobile app requirements**

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www.incidentpro.co.za



Aftercare with a Difference

## What makes us different?

- Tutor assisted homework, familiar with CAPS, Brainline, Impak etc.
- Collection service from school, drop off can be arranged
- The best indoor play area for under 15s imaginable:
- Study area for private after hours lessons
- Cry room/sick bay- it happens...
- Full time adult supervision

## Entertainment for kids

- Pool
- Badminton
- Fingerboard
- Art area
- Film area
- Drawing
- Play area
- Library
- Tabletennis
- Computer games
- Stage for mini productions and drama
- Dance movements for co-ordination, squares/ handball
- Children's gymnastics/monkey nastics



# Methods each Ransomware

# uses to

## JIGSAW

Deleting files at regular intervals to increase the urgency to pay ransom faster. Jigsaw ransomware operates like this: for every hour that passes in which victims have not paid the ransom, another encrypted file is deleted from the computer, making it unrecoverable even if the ransom is paid or files decrypted via another method. The malware also deletes an extra 1,000 files every time victims restart their computers and log into Windows.

## PETYA

Encrypting entire drives, Petya ransomware encrypts Master File Table. This table contains all the information about how files and folders are allocated.

## RANSOMWEB, KIMCILWARE

Encrypting web servers data. RansomWeb, Kimcilware are both families that take this unusual route - instead of going after users' computers, they infect web servers through vulnerabilities and encrypt website databases and hosted files, making the website unusable until ransom is paid.

## MAKTUB

Maktub ransomware compresses files first to speed up the encryption process.

## CERBER

Using the computer speaker to speak audio messages to the victim. Cerber ransomware generates a VBScript, entitled "# DECRYPT MY FILES #.vbs," which allows the computer to speak the ransom message to the victim. It can only speak English but the decryptor website it uses can be customized in 12 languages. It says "Attention! Attention! Attention!" "Your documents, photos, databases and other important files have been encrypted!"

## SIMPLELOCKER

Targeting non-Windows platforms. SimpleLocker encrypts files on Android, while Linux. Encode.1 encrypts files on Linux, and KeRanger on OSX.

# fool us



Ransomware quite often targets businesses rather than individuals. Corporations have more valuable data and more money for ransom. The IT experts at The Computer Guyz examined different variants of ransomware to help users get an idea of what might be coming down the Internet pipeline.



## **DMA LOCKER, LOCKY, CERBER AND CRYPTOFORTRESS**

Encrypting data on network drives, even on those that are not mapped. DMA Locker, Locky, Cerber and CryptoFortress are all families that attempt to enumerate all open network Server Message Block (SMB) shares and encrypt any that are found.

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## **NOT SAFE IN THE CLOUD**

Deleting or overwriting cloud backups. In the past, backing up your data to cloud storage and file shares was safe. However, newer versions of ransomware have been able to traverse to those shared file systems making them susceptible to the attack.

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## **TOX**

Ransomware as a service is a model offered on underground forums networks. It will provide the malicious code and infrastructure to facilitate the transfer of funds and the encryption key for the victim to be able to access their information. Tox ransomware does this.

Use this information to keep to keep track of what each ransomware does to hold unsuspecting victims' data hostage.



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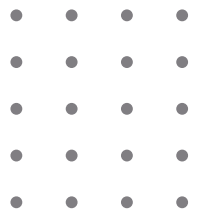
c: 087 001 0511/2

e: sales@tcgcape.co.za

# OFFERING

## GRAPHIC DESIGN SOLUTIONS

- Banner design
- Pamphlets
- Logo Design
- Brochure design
- Business card layout & design
- Poster design
- Editorial design



**ABOUT THE PATROLMAN APP**

PatrolMan is a revolutionary mobile phone Application for recording incidents as observed or conducted by Neighbourhood Watches. Your patrollers log onto the application from their phones and from there they can keep track of their patrols, monitor patrol mileage and from there they can cars, record incidents and have access to view previously recorded incidents.

At the same time, you're able to hit the Panic Button and summon assistance from other patrollers.

**REPORTS**

Report examples, although any report written:

- Patrol Shift Reports (last 2 Shift Reports - Any time)
- Report on Incident
- Report by Incident
- Hot Spot Map

**FEATURES**

- Input street Addresses
- Capture and record unique Instance per user
- Record and report on Incident logs
- Comments fields when logging incidents
- Add photos when logging incidents
- profiling, identifying mode of crime
- recording persons involved
- Toggle incidents
- Create SMS-co-ordinates
- SMS alerts
- Report

**STELLA**

**SYNERGY**

INTERIORS

**PROBLUE**

Good IT security is the difference between a successful business and a hopeless one, but it is often overlooked...

Your business needs to have the right IT security protection in place to prevent unauthorised access to computers, networks and data. If you want to reach your bank account through an online portal, IT security ensures that you – and only you – can see and make changes.

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SECURE AS  
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