

MAC vs PC

April 2018

Mac v PC

PDF

Digital Assistants

PWC G8

Gals@Technology



Current Topics

Facebook!!



WHAT THE HELL?!?!

**SOMEBODY EXPLAIN THIS
SHIT!!!!**

makeameme.org

1984



**GEORGE
ORWELL**

2016



**CAMBRIDGE ANALYTICA
MARK ZUCKERBERG**

Facebook Data Breach

- Cambridge Analytica used a quiz at called This Is Your Digital Life
- App advertised on Amazon
- Participants were paid \$5 to participate but users had to have a Facebook account
- Information harvested for respondents AND their friends
- 320,000 Facebook users with around 87 million friends
- Individuals linked to electoral records were targeted with highly personal political advertising

Facebook Data Breach

- Facebook has begun notify users who were affected

We understand the importance of keeping your data safe.


We have banned the app “This Is Your Digital Life,” which one of your friends used Facebook to log into. We did this because the app may have misused some of your Facebook information by sharing it with a company called Cambridge Analytica. In most cases, the information was limited to public profile, Page likes, birthday, and current city.

You can learn more about what happened and how you can remove apps and websites anytime if you no longer want them to have access to your Facebook information.

There is more work to do, but we are committed to confronting abuse and to putting you in control of your privacy.

Check What Data Facebook Knows About You

- In Settings

- Privacy
- Timeline and Taggi...
- Blocking
- Language
- Notifications
- Mobile
- Public Posts
- Apps
- Ads 
- Payments
- Support Inbox
- Videos

Name	Todd Haselton
Username	http://www.facebook.com/todd.haselton
Contact	Privacy: todd.haselton@gmail.com
Ad account contact	todd.haselton@gmail.com
Networks	Lehigh
Temperature	Fahrenheit
Manage Account	Modify your Legacy Contact settings or deactiv...

























[Download a copy of your Facebook data.](#)

Your Information

Your interests Close ^


Business and industry News and entertainment Technology Shopping and fashion Hobbies and activities More

Choose an interest to preview examples of ads you might see on Facebook or remove it from your ad preferences.

 Zillow	 Warby Parker	 Kickstarter	 Indiegogo	 Interior design	 Netflix
 Crowdfunder	 Fitbit	 Internet of Things	 Amazon.com	 Fundraising	 Lyft
 Business Insider	 Airbnb	 American Civil Liberties Union	 Oculus	 Business	 Nike, Inc.
 Audible.com	 Dentistry	 Ariad	 AT&T	 Instagram	 Fandango (ticket service)

[See More](#)

Your Information

 **Your information** Close ^

[About you](#) **Your categories**

The categories in this section help advertisers reach people who are most likely to be interested in their products, services, and causes. We've added you to these categories based on information you've provided on Facebook and other activity.

Birthday in March	US politics (liberal)
Facebook access (mobile): smartphones and tablets	Facebook access (mobile): Apple (iOS) devices
Facebook access: older devices and OS	Frequent Travelers
Facebook access (browser): Chrome	Engaged Shoppers
Facebook access (network type): 4G	Facebook Page admins
Facebook access (network type): WiFi	Technology early adopters

[See More](#)

Your Information

- Locations

and Tagging


ns

ists


s


nbox


Recommended


 **Choose friends to contact if you get locked out**
Nominate 3 to 5 friends to help if you get locked out of your account. We recommend this to everyone


Where You're Logged In


 **Windows PC · Englewood Cliffs, NJ, United States**
Chrome · Active now


 **iPhone 8 Plus · Newark, NJ, United States**
Messenger · October 26 at 8:20pm

 **iPhone 7 Plus · Philadelphia, PA, United States**
Messenger · September 19 at 7:18pm

 **Samsung Galaxy S8 · Maplewood, NJ, United States**
Messenger · September 14 at 10:57pm

 **Samsung Galaxy S8 · Baltimore, MD, United States**
Messenger · April 25 at 1:06pm

 **Google Pixel XL · Maplewood, NJ, United States**
Messenger · April 12 at 9:50am

 **Motorola Moto Z Droid · Los Angeles, CA, United States**
Messenger · January 4 at 2:25am

▲ See Less

Your Information

- Ads you clicked

The screenshot shows the Facebook interface for user Todd Haselton. The left sidebar contains navigation options: News Feed, Messenger, Watch, Marketplace, Shortcuts (TechnoBuffalo, Swap/Meet SOMa, Only NYC Memes, South Orange Elks..., SOMa Lounge), Explore (Events, Groups, Pages, Fundraisers, Friend Lists, Manage Apps, Insights, Games, Ads Manager, On This Day, See More...), and Settings. The main content area is titled 'Recent Ad Activity' with the subtitle 'See ads you recently interacted with and easily follow up on the ones you care about'. It features a 'Recent' tab and a 'Saved' count of 0. The list of ads includes:

- Will it be the Warby Parker of briefcases?** (November 06): An advertisement for Daniel's - danielsnyc.com featuring a brown leather briefcase. Includes 'Leave Feedback' and 'Save' buttons.
- Alto** (November 05): An advertisement for Alto iPhone cases, described as 'The most beautiful iPhone case you've never heard of'. Includes 'Leave Feedback' and 'Save' buttons.
- Join the Revolution!** (October 28): An advertisement for Lineage 2: Revolution featuring a 'JOIN THE REVOLUTION!' graphic. Includes 'Leave Feedback' and 'Save' buttons.
- #timeless #handmade #waterproof #15inchlaptop** (October 28): An advertisement for MDB Merchand Square featuring a laptop bag. Includes 'Leave Feedback' and 'Save' buttons.
- Your iPhone Should Look as Good as Your Boots, R...** (October 08): An advertisement for Nomad featuring a smartphone and boots. Includes 'Leave Feedback' and 'Save' buttons.
- (September 19): A partially visible advertisement with a 'Leave Feedback' button.

Your Information

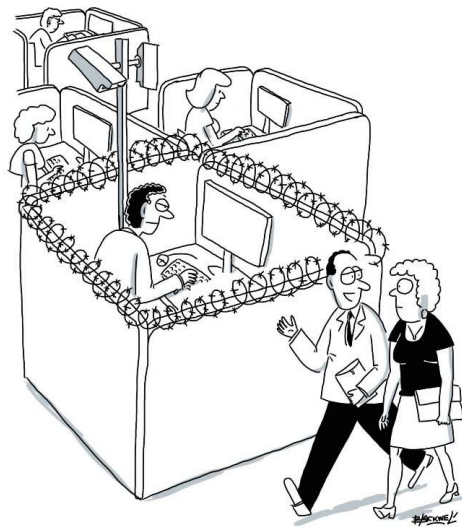
- What you did years ago



The screenshot shows the Facebook 'On This Day' feature. On the left is a navigation menu with options: Manage Apps, Insights, Games, Ads Manager, On This Day (with a '2' notification), and See More... Below this is a 'Create' section with links for Ad, Page, Group, Event, and Fundraiser. The main content area features a photo of five people on a balcony. Below the photo, the text reads: 'That's all for November 17. Here are some more memories that we hope you like.' On the right side, there are language options: English (India), Esperanto, Português (Brasil), Français (France), and Deutsch. At the bottom right, there are links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the copyright notice 'Facebook © 2017'.

PURA 2018

Protecting Your Tech



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Let's Talk About Cybersecurity

- ▶ Security is the belief that a system will behave as intended
 - ▶ The right message will get to
 - ▶ The right person at
 - ▶ The right place at
 - ▶ The right time
- ▶ A secure system does no more or less than intended.
- ▶ TRUST is a assessment of the system's likely behavior
- ▶ If you are using a digital product that you didn't pay for, YOU are the product



The Cyberworld Is A Dangerous Place, *Just Like The Physical World*

- ▶ Yes - Facebook knows things about you
- ▶ Yes - Your bank knows things about you
- ▶ Yes - Your phone company knows things about you
- ▶ Yes - Your cable company knows things about you
- ▶ Yes - Your doctor knows things about you

- ▶ Yes - all this data is stored electronically and almost certainly accessible from anywhere in the world



No, You Are Not Safe If

- ▶ No - You are not safe if you have a router
- ▶ No - You are not safe if you don't have Wi-Fi
- ▶ No - You are not safe if you just do email
- ▶ No - You are not safe if you only have a Mac
- ▶ No - You are not safe if you don't use Twitter

- ▶ No, you aren't always safe in the Cyberworld, just like you aren't always safe in the physical world

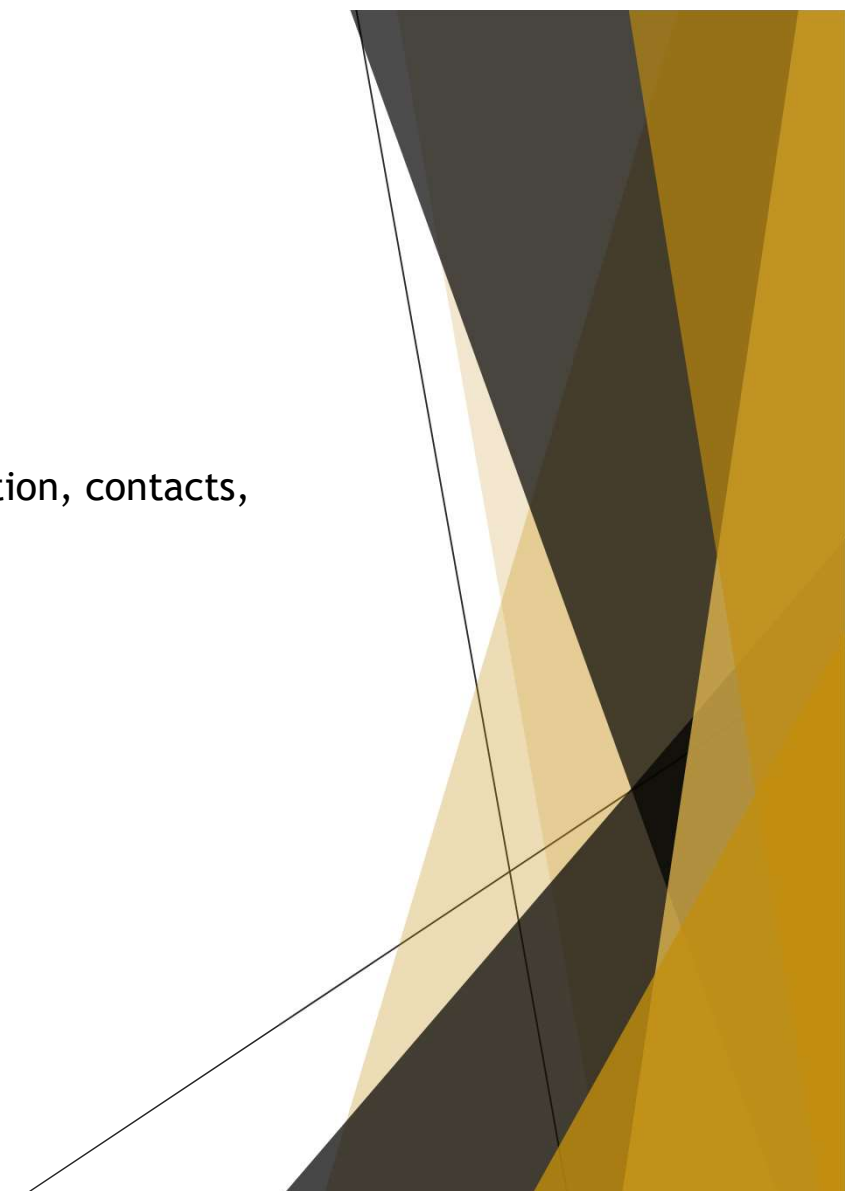


Cybersecurity Is All About Cost, Benefit, Risk Tradeoffs

Cost - money and effort you are willing to invest?

Benefit - the value of connectivity and maintaining communication, contacts, and conveniences

Risk - what's really at risk?



What Would You Do?

- ▶ If your mobile device (phone, laptop, ...) battery was running low and you could get 2 more hours if you turned off the security features?



The World In 2018

- ▶ The most popular password worldwide was “12345”. The second most popular was “password”
- ▶ 7 out of 10 organizations say their cybersecurity risk increased in 2017
- ▶ 54% of companies experienced at least one successful attack that compromised data and/or IT infrastructure in 2017
- ▶ 77% of attacks in 2017 utilized exploits (broken software) or “fileless” techniques
- ▶ 69% of organizations no longer believe their antivirus alone can stop the threats they are seeing
- ▶ 4 out of 5 organizations replaced or augmented their existing antivirus solution in 2017
- ▶ Only 33% of organizations believe they have adequate resources to manage cybersecurity effectively
- ▶ Worldwide cybersecurity spending will reach \$96 Billion in 2018
- ▶ The total cost of a successful cyber attack is over \$5 million (average \$301/employee)

Trends For 2018

- ▶ Attacks are evolving to incorporate fileless techniques
- ▶ Antivirus solutions are being replaced or supplemented
- ▶ Security is getting more expensive and difficult to manage
- ▶ Ransomware is on a steep decline while cryptomining malware booms
- ▶ Internet of Things (IoT) will be Massive in 2018 (11 Billion connected devices)
- ▶ The “S” in IoT stands for Security
- ▶ Using data to “control” the opinions of human targets is on the rise
 - ▶ 60% of Americans get news from social media
 - ▶ 30% say social media is their ONLY source for news
 - ▶ http://assets.pewresearch.org/wp-content/uploads/sites/13/2017/09/13163032/PJ_17.08.23_socialMediaUpdate_FINAL.pdf

WARNING

There is an email going around offering processed pork, gelatin and salt in a can.

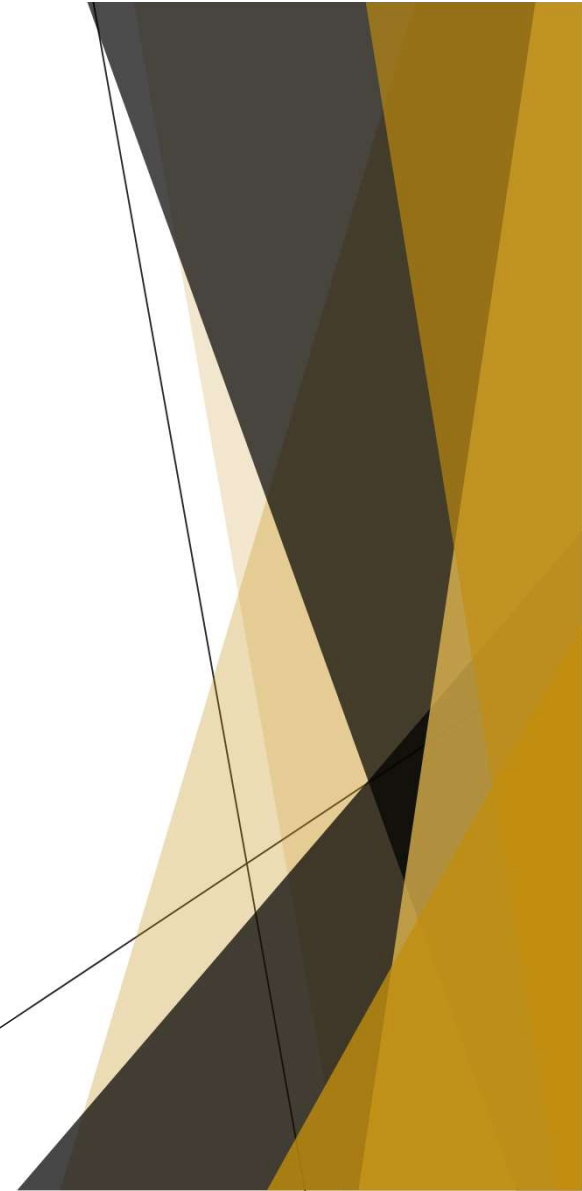
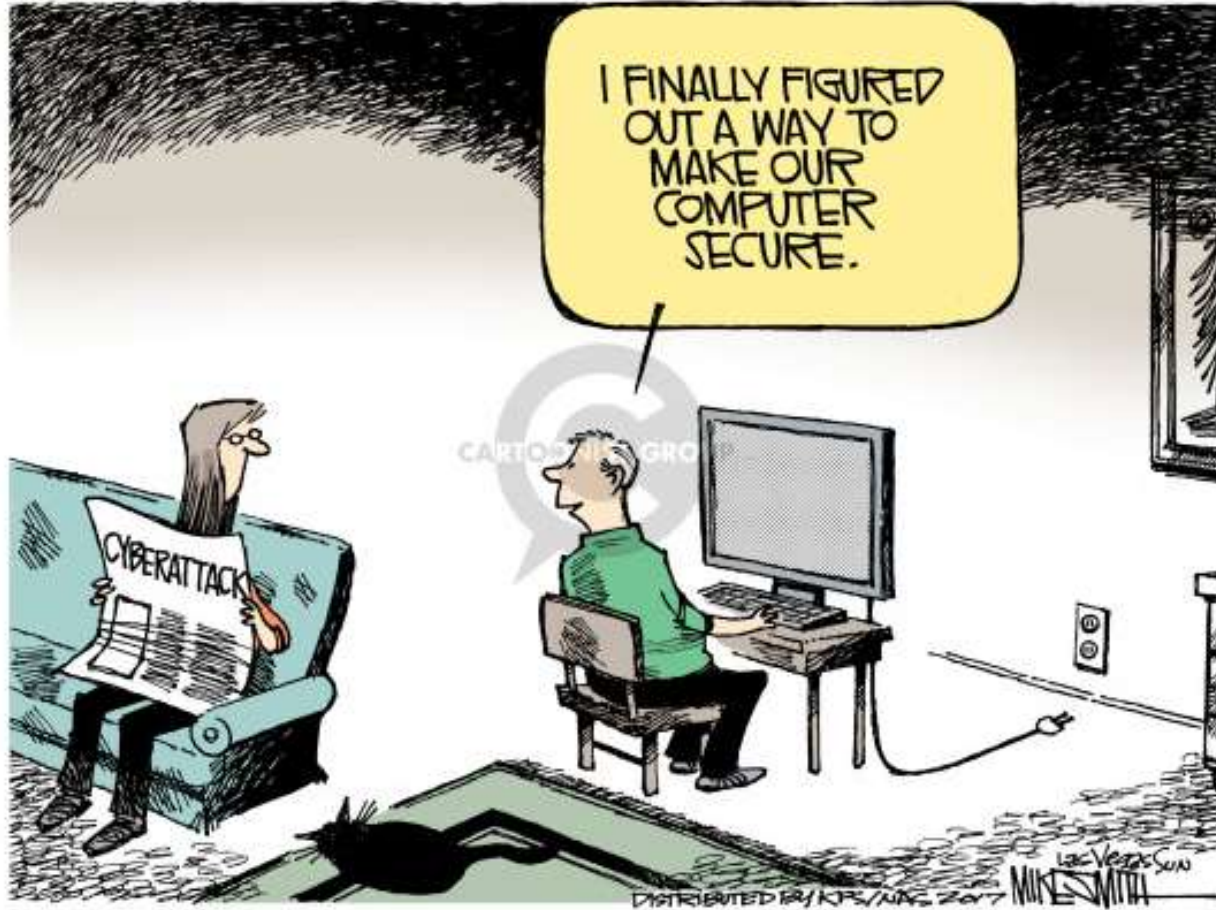
If you get this email, do not open it. It's spam.

That's Depressing - What Can I Do?

- ▶ Remember, some information really is personal
- ▶ Don't rush. Assess the situation. Think before you Click.
- ▶ Use good passwords. "BoilerUp" may not be your best choice.
 - ▶ Password keepers are good but the Master Password must be REALLY good.
 - ▶ Dashlane, Sticky Password Premium, Keeper Password Manager and Digital Vault, LogMeOnce (<https://www.pcmag.com/article2/0,2817,2407168,00.asp>)
- ▶ Use good sources of information (PCMag, Cnet, Macworld, 9to5Mac)
- ▶ Use only trusted Wi-Fi sources. Free isn't always free!!

That's Depressing - What Can I Do?

- ▶ **KEEP BACKUPS!!** (at least 3 copies)
 - ▶ On your machine
 - ▶ Somewhere else in your house (USB Drive)
 - ▶ In the cloud (OneDrive, iCloud, GoogleDrive, AmazonDrive, Carbonite, Mozy)
- ▶ **Good machine security package (aka AntiVirus)**
 - ▶ Free ones are good
 - ▶ For money versions are better with more fileless protection schemes (Norton, McAfee, Webroot)
 - ▶ Be sure to use the update service/subscription at least once a month. Once a week is better



Preliminary Worldwide PC Shipments 1Q18

	1Q18 Shipments	1Q18 Market Share (%)	1Q17 Shipments	1Q17 Market Share (%)	1Q18-1Q17 Growth (%)
HP Inc.	12,856	20.8	12,505	20.0	2.8
Lenovo	12,346	20.0	12,305	19.7	0.3
Dell	9,883	16.0	9,277	14.8	6.5
Apple	4,264	6.9	4,199	6.7	1.5
Asus	3,900	6.3	4,458	7.1	-12.5
Acer Group	3,828	6.2	4,189	6.7	-8.6
Others	14,609	23.7	15,637	25.0	6.6
Total	61,686	100.0	62,569	100.0	-1.4

Self Image?? Religion??

- Nerd v Cool
- “The System” v “Free Spirit”



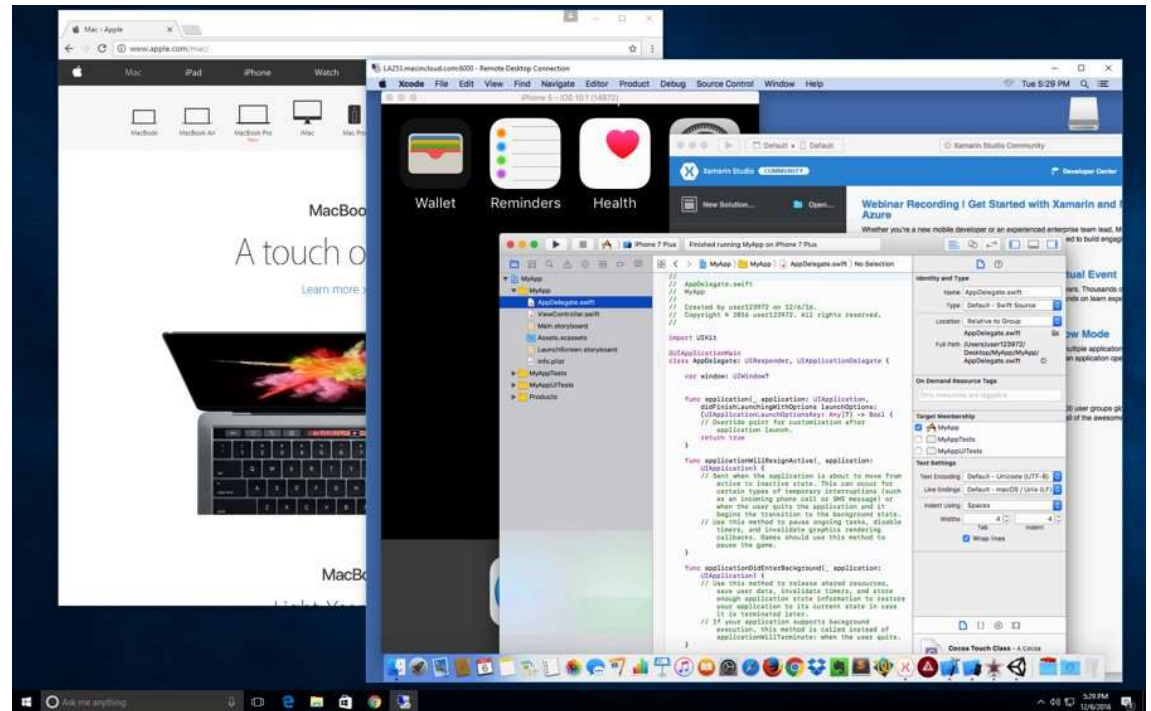
Honestly, The War Is Over

- Major applications and files are all compatible
- Total Cost Of Ownership (average system for average life) difference is down to under \$300.
- Applications and support are the only keys
- Ecosystems are converging with mobile advantage to Apple



Don't forget about SaaS/DaaS

- Software as a Service
- Desktop as a Service
- Hosted Desktop Solutions starting at \$14/month based on Chromebook (\$100-\$150)
- Side benefit – almost virus-proof



PDF

- Portable Document Format
- Developed in 1990
- Became open format in 2008
- Royalty free for implementation
- Provides for encryption, digital signatures, attachments, and metadata



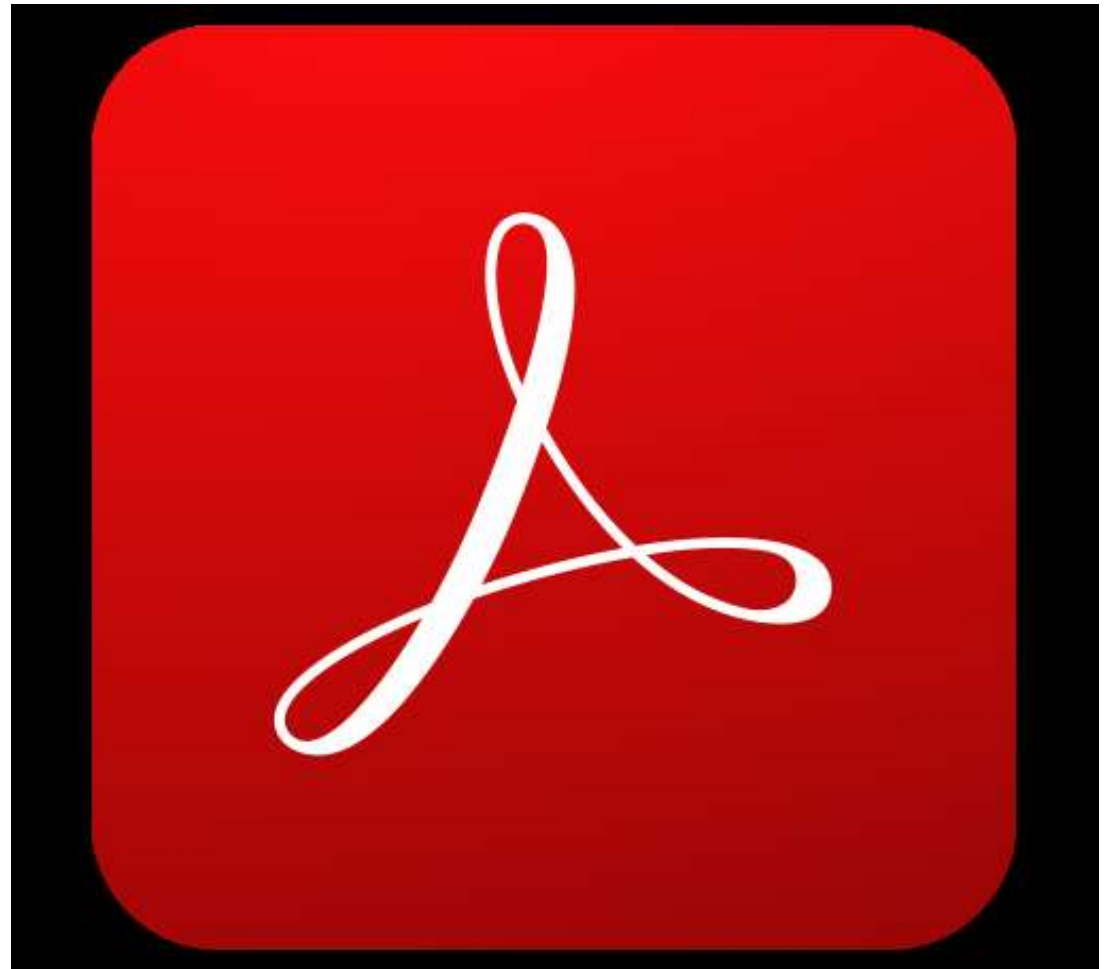
PDF

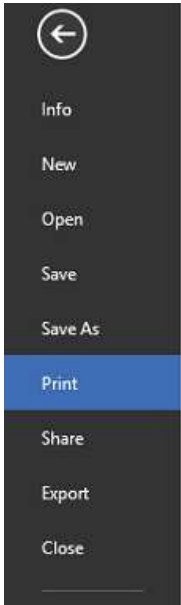
- Subset of Postscript page description programming language
- A font-embedding/replacement system to allow fonts to travel with the document
- A structure to bundle all elements into a single file with data compression options for easy transport



Adobe Acrobat

- Initial release June 15, 1993
- April 2015 rebranding with DC (Document Cloud)
 - Adobe Acrobat Reader DC
 - Adobe Acrobat Standard DC
 - Adobe Acrobat Pro DC
- Reader DC is FREE and also integrates with browsers
- <https://get.adobe.com/reader/>





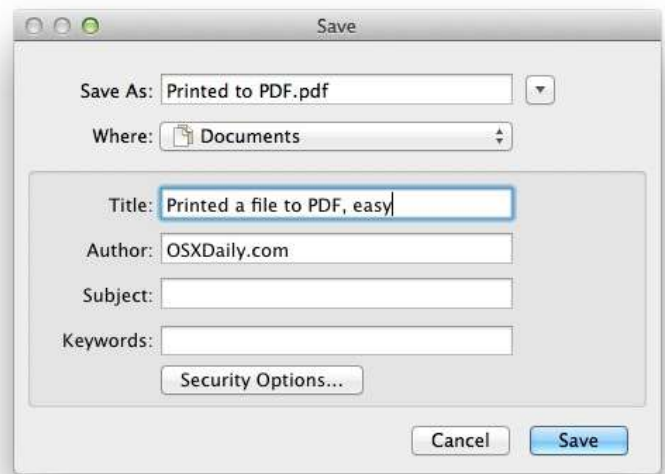
Print



Copies: 1

Printer

- HP LaserJet Professional M1...
Offline
- Fax
Ready
- HP LaserJet Professional M1132 MFP
Offline
- Microsoft Print to PDF
Ready



Print To PDF

Best Way To Create Most Transportable Print File

Digital Assistants



Siri



Cortana



Alexa



Google Now

The Short History of Voice Control

- Launched in 2011, Apple's Siri was the first voice activated technology to hit the streets in 2011 on iOS5 with the launch of the [iPhone 4S](#).
- The following year saw search giant Google follow suit with Google Now on its range of Android 4.1 (Jellybean) phones. only to be replaced with Google Assistant which first launched in Spring 2016 with the [Google Home](#).
- The most established of these is Amazon's digital assistant, Alexa, which made its debut in November 2014, and has since branched out from Amazon's own hardware into a number of third-party devices like the C by GE Sol, Amazon Fire smart TVs and the Logitech Harmony Hub.

Trends That Will Define 2018 In This Space

- Breaking out of the house
- Battle for the office
- Another change for 3rd party hardware
- Smart display wars get real
- Time to monetize!
- One device, many assistants?
- New competitors coming
- Real “artificial” intelligence

Remember “Monitize”

- If you use any digital product for free, YOU are the product
- Yes, it does “listen”



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