



Computer Care

Since 1991

Chronicles

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We Make House Calls!

Spring greetings from Computer Care! Has all that snow melted yet?

Time has been going by SO quickly that a while has passed since I last did a newsletter. For those of you that have known me since I started Computer Care (and maybe even before), many changes have occurred. Not just in the industry, but also my family life.

Many of you remember me making a House Call to your home or business and bringing a little boy with me. Well that *little* boy is now a freshman in college. Some of his highlights from the past few years are Jacob earning his Boy Scout rank of Eagle and his graduating high school. Of course all the college research, visiting, application and choices are all part of that. Jacob is studying Outdoor Recreation Management at a SUNY college in western NY state where it is even colder than here in the Pioneer Valley. Both Faye and I are *extremely proud* of him and are watching him follow his dream and turn it into a profession.

2014 starts the 23rd year of Computer Care. We started it as a part time job way back in 1991. By the time 1995 came along part time became full time and that's where we are now.

Phone Scammers – Very Important, Please Read!

I hear about it more and more these days and they seem to be preying on those mostly 60 and older. Imagine getting a phone call telling you they are Joe from Microsoft and they have *detected* that your computer is infected with all sorts of spyware and other infections. For only \$200 or some other amount of money, and you following their directions, you'll let them take control of your computer and work on it remotely and they promise to remove all the infections.

In reality, they are planting infections, planting key-stroke loggers to steal your passwords and log on sequences for everything you access. You paid by credit card, now they have that number too. Did you purchase something online with a different credit card? Yes, they now have that.

STOP! Microsoft or any other company will NEVER call you on the phone. They are WAY too HUGE of a company to do that. This is a SCAM and another form of "scare-ware."

Do not fall prey to these people. Take their return phone number and call your local police and phone company and report them. Then tell them no and to not call you again. Otherwise they could steal thousands of dollars from you or your whole identity. Don't fall prey, think smart and remember that Larry from Computer Care told you NOT to



DO THIS. It's for your own identity safety.

If you are unsure, call or email Computer Care and ask us. You can reach us at computer@comcast.net or 413-348-3289.

Windows XP Support Ends April 8th:

Are you still running Windows XP on your computer? If you are, then come April 8th, you'll notice some changes. A VERY big change at that. Microsoft will stop sending updates and stop supporting Windows XP & Internet Explorer on April 8th. What does that mean to you? Well, there will not be any more security updates being delivered to your computer. That means that any security holes or leaks in XP, will not be patched. This will leave your computer as *vulnerable* to invasive infections aka "hacks".

This goes beyond what your anti-virus and anti-spyware protects you from. It *may* open your private computer world to a hackers public exposing personal & financial information to those hackers. Microsoft recommends that you upgrade to a newer operating system like Windows 7 or 8.1.

Windows XP has been out for more than 13 years and has been extremely successful. Windows Vista came out after and was out for a very short time as it was considered bloated and slow. Shortly after Windows 7 came out and was very successful. It was fast, solid and easy and could run on older hardware too. Windows 7 was what Windows Vista should have been in the first place and is basically a evolution of Windows Vista. Where as Windows 8/8.1 takes the success of Windows 7 and builds a new look and interface onto it and brings a new learning curve to the game.

Windows 8 has been welcomed and initially earned critical praise. Then users encountered it and found that it came with a good sized learning curve. Ways around the new interface are out there. But for a business, the learning curve is steep and unneeded. That makes Windows 7 the choice to stay with and the choice of most (when given it) and the definite choice of businesses who can adapt easily to Windows 7 versus spending time and more money learning Windows 8.

But what if you are still running Windows XP? Should you upgrade? Well it's not that simple. If your computer is 4 or more years old and running XP, then replacing it is the most cost effective use of your money. Most XP machines would need more RAM/memory and a faster processor. Plus the time to run a new install of W7 or W8 starts growing. If you still want to upgrade, then it's back up all your data on your computer, reformat and reload the new operating system. Reload all your programs, reload all your data. It sounds simple and it is, but...it's very time consuming and depending upon how much data you have could easily take 3 to 5 hours and with a memory upgrade and operating system purchase, run you \$300 or more with time and labor. And that's on a **older** computer that is approaching 4-5 years old minimum. You

are much better replacing your current computer with a newer, better, faster machine that will take you into the future. Yes, you'll spend more, BUT you won't have to worry about your computer failing in the next few months or year as you'll have a new warranty and a computer to take you another 5 years into the future. It's the *smarter* investment.

Some things to consider if you are still running Windows XP:

- PC's older than 4 years have 50% more problems than newer PC's.
- With new systems, everyday computing is more than 3X faster than older systems.
- Less protection for home and business
- All your data will be compromised
- Your personal Identity could be at stake

If you still do run Windows XP, then make sure above all else, your security software is up to date and not expired. And make sure that you DO NOT USE Internet Explorer and use Chrome, Firefox, Opera or others instead. IE is very unsafe!

But what should you buy?

Did you know that Computer Care sells computers? It's not something new, it's something we've been doing since we started the business 23+ years ago! We can custom build you a machine to your needs or customize a brand name computer for what you need now and into the future.

Customizing a *business grade computer* is what we do the most. Computer Care is an authorized reseller of Lenovo Business, HP Business and Acer computers. We're also Microsoft authorized as well as many, many other manufacturer brands. **We support everything we sell.**



What is business grade? It's a better designed, better built computer than what you commonly see in the mass merchant big box stores. It's a computer that typically carries a 3 year warranty and is expected to last 5+ years. Whereas a *Consumer Grade* computer that the mass merchants sell is expected to last approximately 18 months and then you return to the store and buy more. Is that what you want to do?

I see it all the time, someone buying a *inexpensive* \$300 to \$500 computer from the mass merchant and within 3 months wondering why their computer is *so slow*? And within 18 months having that same computer fail. That's productive time and money thrown out

Business Partner



the window. Learn the lesson and don't buy that crap. It's meant to fail within 18 months, that's why it's **SO** cheap. It's inexpensive



Consumer Grade computers. They're meant to fail so you return to the store to plunk down more of the same money and repeat the process.

Why buy from Computer Care?

We sell Business Grade computers. Ones that should last you FIVE years or more. Ones that work and keep working year after year. Yes, you will pay more upfront, but you'll be getting a longer lasting computer, often with a better warranty and one that will pay for itself over and over in it's reliability & productivity through the years. Ask for our references.

Call Larry at Computer Care (413-348-3289 or via email at: computercare@comcast.net) to find out more. You won't regret it! Most computers are delivered and set up within 5 to 7 business

days of being ordered.

Should I replace my desktop with a laptop?

That's a big question as a desktop will almost always give you more power for the same or less amount of money. If you're tired of that big and clunky tower computer there are alternatives. A



small footprint computer is less than half the size of the tower. With a small foot print case, you can have the computer on the desk instead of the floor or even behind the monitor where it's reachable easily but out of the way.

OR maybe it's time to go into a *Tiny* computer? A Tiny computer is about 1/3 the size of a small foot print computer and MUCH smaller than the typical desktop. The Tiny computer is small enough to sit on the desk, right underneath your monitor, where it's easily accessible. Often it can even be mounted on the back of some monitors or on the wall behind your monitor. Either way, it's a new generation of Tiny computers that perform as good as their much larger siblings.



Or maybe a laptop is the way to go? The word laptop and notebook are interchangeable and mean the same thing. Maybe it's time for something much smaller, something portable that does wireless. Something you can sit at the kitchen table, or on the porch or in the hotel room or even the picnic table at the campground (yes, very common and I've done that too). A laptop is all in one in under 6 pounds usually. There are lots of choices and those choices all have to do with features. Talk to Computer Care and we can come up with some suggestions for how you want to use your computer now and how you can grow with it into the future! A laptop that has been taken care of should give an easy 5 years of reliable use or more.

Earlier I mentioned that too many people buy at the mass merchants based on solely on incredible price. One of the reasons that those computers are SO cheap is that they are using technology from 10 to 15 years ago. Way back then, the Intel Pentium and AMD Athlon processors were state of the art. There are others too that are dinosaurs and very slow today. Those dinosaur processors are being sold in new computer cases running new operating systems. But reality hits once the novelty of the new computer wears off and usually by the time 3 months rolls around, you're asking yourself "*why is this computer so slow since it's brand new?*" I get called in all the time to look at slow computers. Often people tell me they are brand new and only a few months old. That's when I have to inform them they are using 10+ year old technology in the **new** computer. Or as you find the computer is MUCH too slow for your basic business use, you spend even more money and purchase from Computer Care what you should have purchased in the beginning.

Save yourself that initial bad purchase and start with Computer Care, you won't look back. Very, very often my customers tell me even 2 or 3 years later they are SO happy with their computers and the decision they made to go with Computer Care. Ask Larry for references and see yourself.

