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Managing your photos
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Editor:

Sarah Pinel

Sarahpinel@tekkiehelp.com

TEKKIE HELP NEWS

SEARCH FOR TALENT

We are looking to expand our team and so the search for new budding Tekkie Help representatives begins. If you, or someone you know, are looking for a new challenge and are exceptionally tekkie, a whizz on a particular piece of equipment and communicate well with people, then get in touch and see what a career with Tekkie Help has to offer. Both full- and part-time positions available. Call now on 81138682 or email your resume to careers@tekkiehelp.com.

NEW PARTNERSHIP
Tekkie Help is continually looking for ways to enhance its services and as part of this, we have partnered with Kroll Ontrack. Kroll Ontrack provides state-of-the-art data recovery services, data recovery software and solutions for any kind of data loss and any type of virtual or physical storage media.

Kroll Ontrack

Photo Management: Which tool is right for you?

Chose the right software to suit your needs for your MAC or Windows PC

In the age of affordable DSLRs, phones with cameras and ubiquitous photo-sharing on Facebook and other social networks, we're taking more photos than ever before. The downside to taking all of these images is keeping them in order. Fortunately, there are a number of great photo management apps for Mac and PC that make the process of organising, sharing and processing your digital photos a breeze. To help you figure out which is the best photo management tool for you, we've rounded up some of our favourite apps and categorised them for specific users.

For users who love the Cloud

Our favourite has to be Picasa, the free photo management tool from Google, which provides a rich selection of photo organising/editing features for Mac and Windows users. The real secret sauce with Picasa is how easy and efficient it is to share photos and albums. From a management perspective, Picasa can handle all the photos strewn across your computer, in addition to importing photos from your devices or memory cards. It is also easy to tag and organise photos based on facial recognition, location and date taken. The best part of Picasa is the simple way you can sync photos with the web, meaning you can seamlessly access your photos from any device that can also access Google. This makes it very easy to email photos or albums to people. There is also a third-party plug-in that makes it super simple to publish to Facebook. Installing this plug-in puts a Facebook button on the Picasa menu for instant sharing.

For Mac users that just want to get started

If you're a Mac user, one of the best photo management apps already comes pre-installed on your computer: iPhoto. Whilst not heavily featured, it's a great tool for those who use point-and-shoot or their iPhone as their primary camera. Our favourite part of iPhoto is how easy it is to create and manage photo albums, which can then be tagged by location, face detection and event. You can easily share albums with others using Facebook, Flickr and iCloud. Another cool feature is the beautiful albums that can be created within the app itself. These albums are not only affordable, but the quality is terrific too. Disadvantages of iPhoto is that you do not see the files and folders that contain your photos, which some people may not like as gives less control over the organisational structure. Its location features are also not as sophisticated as Picasa's.

For Windows users who just need the basics

A few years ago it was hard to find a Window equivalent of iPhoto, or at least a free equivalent. Fortunately, Microsoft started to offer its own photo management tool, Windows Live Essentials: Photo Gallery. As a photo manager the app is quite robust, you can import photos from a folder, device or directory. Just as Picasa can sync with Google Drive, Photo Gallery can sync with SkyDrive. The app also contains basic editing features and offers users a way to share with social networks like Facebook and Flickr. One of the more unique aspects is its ability to build panoramic images. There is also a "Photo Fuse" mode that enables
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users to combine the best parts of two photos into one. This is especially useful if you have that jarring group shot where one person is blinking in one and someone is looking off to the side in another!

For the professional Apple user who has non-pro family

In response to requests from users who wanted more control than iPhoto, Apple released Aperture, it's photo-editing and management tool aimed at professionals and enthusiasts. Unlike Picasa, iPhoto and Photo Gallery, Aperture empowers users with tools to make very specific and granular edits to their photos. Aperture allows for advanced features, such as lens correction, spot repairs, fine tuning of RAW settings and the ability to do tethered shooting from certain types of DSLRs. The app also includes more consumer-focused features, such as the ability to share on Facebook and Flickr, create photo

books, face recognition and location detection.

One of the best parts of Aperture is a recent addition and is the ability to access and share photos in iPhoto.

This is important for users who want to share a library with another person, and for those times when you might want to make quick edits to some photos but dive deeper on others.

The one downside to Aperture is that the program hasn't been given a major over haul in three years. It still supports the latest RAW formats, but the interface is getting a bit long in the tooth.

*If you need some additional advice on which photo management software is best for you, or need help with getting started with the software, get in touch with Tekkie Help on **81138682** and we can arrange a consultation.*

Protect your data: Backup Solutions
Comparing Offsite Vs Onsite Backup

If the thought of loosing all of your personal photos and documents fills you with dread, it is vital that you have a backup strategy for your data. We are increasingly being called to the rescue when people have had major disk failure and do not have a backup in place. Tekkie Help is here to ensure you take the necessary steps to protect your data.

Let us start in defining what a back up is. A Back up is a copy of data taken at a certain time. This copy can be held "on-site" and "off-site".

Onsite data backup is where the copy of the data is stored at the same location as where the data is created. Onsite storage devices can be a computer hard drive, CD/DVDs, USB memory drives, external hard drives and NAS drives (network attached storage).

Offsite data backup is where data is stored in a different geographic location, transferred either using one of the removable storage media mentioned above or electronically, using an online backup service. Online backup is a web-based (Cloud) service, such as DropBox, SkyDrive and Google Drive, which enables your data to be

uploaded to a remote managed storage facility via the Internet. Comparing the two, Onsite backup is fast, simple and cost-effective but has the major disadvantage being physically located close to the source data. This makes it possible for a fire, flood, theft etc to make both the source copy and backup copy inaccessible.

Offsite backup usually works out to be more expensive and takes more effort to implement but means you will still be able to access your data in the case of a catastrophe which destroys the source data.

In terms of automatic backups, both onsite and offsite solutions can be set up to backup "live" or at regular intervals. It is important to note that only having a live backup carries a significant risk. For example, you might accidently delete some photos or a file and this mistake will be replicated to the live backup resulting in data loss. The optimum solution is to keep both an onsite and offsite copy which includes both a live backup *and* historic backup of your data as it was, say one month before. If you do this you have cracked it – a resilient solution that should deal with most eventualities!

OUR TOP BACKUP TIPS

- ✓ Use a combination of onsite and offsite storage solutions
- ✓ Have both real time back up and historic backups

A quick review of the apps we are loving at the moment.

GOOGLE MAPS

For iPhone

Called "the world's Most popular online mapping system", Google Maps is once again available to iPhone users. As many of you know, Apple Maps replaced Google maps as the iPhone's built in navigation system, with unsatisfactory results, hence an enhanced Google maps has been reinstated.

New whizzy features: Voice guided turn-by-turn directions!

PULSE

We know you'll love Pulse News - the app that makes reading news engaging, quick to read and ready to share.

What it does: Pulse News brings all your favourite newspapers, magazines, blogs and social networks in one place for FREE. To get started you first organise your news into categories, by selecting the predefined ones or creating your own. The app comes preloaded with a huge catalogue of generic sites which you can pick and choose from and add your own favourite sites or blogs. Definitely worth a download in our eyes!

Interesting Social Network Stats

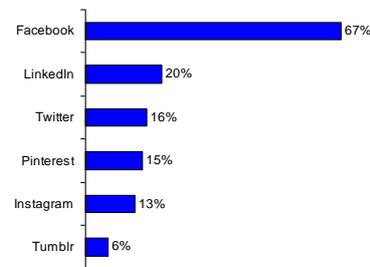## Pinterest catches up with Twitter, Digital divide shrinks

We find statistics delicious! If you do too, you may be interested in these fresh stats on what slice of Americans are addicted to all the various social networks as of December 2012.

Pinterest has practically caught up with Twitter, with 15% and 16% on each network, respectively. Pinterest has experienced explosive growth, especially with a white, female and affluent user base. . It enables users to "pin" images, videos etc to their pinboard and has become a magnet for hip urbanites searching for the hottest dress or décor. There is no longer a minority gap in social media use. Almost twice as many African-Americans (26%) use Twitter as whites (14%). Ironically, not using social media may be an elite thing. Those with a college degree are slightly less likely than without to use social networks. There is also a trend among educated users to ditch Facebook for moral, political or cultural reasons. Many Facebook refusers actually revel in their difference from the mainstream, seeing it as a mark of distinction, superior taste, and identification with an elite social stratum!

Hipsters find it too mainstream and others find their privacy policies troublesome. In other words, not using social media is likely a product of *more* education, not a lack of access!

So, the full totals of online adults for each social network….

Social Network	Percentage
Facebook	67%
LinkedIn	20%
Twitter	16%
Pinterest	15%
Instagram	13%
Tumblr	6%

Source: Pew Research Centre, USA

TEKKIE HELP'S Q&A TECHNOLOGY TIPS

Q: How can I take a copy of what I see on the screen?

A: This is called a screen shot and the way to do this is as follows:

On a PC

To capture the whole screen, select *Print Screen*. This is either a separate button or accessible by pressing Function (Fn) and the Prt Sc button. The image can then be copied to a word document by selecting Paste or pressing CTRL+V.

On a Mac

To capture the entire screen press *Command+Shift+3* – the image will be saved to the desk top. To capture a specific section press *Command+Shift+4* and the cursor will turn into a crosshair enabling you to select the desired section. If you press *Command+Shift+4 then Space*, this will turn your cursor into a camera and you can then capture individual windows, menus and more.

On an iPad

Press the Home button and the On/Off button at the same time to take a screen shot of whatever you see on the device. The screen shots will be saved in the camera roll. To capture sections of a webpage, press down on the area you would like to copy and then move the shaded area to cover the text/ images you would like to copy and press copy. These can then be pasted to your desired location.

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www.tekkiehelp.com

Phone: +65 81138682
Email: support@tekkiehelp.com