



CE Tech Times

"Insider Tips to Make Your Business Run Faster, Easier and More Profitably"

What's New

Congratulations to Reed Smith as he celebrated his 2nd year anniversary with CE-Tech. Many of you know Reed, as he answers many of our help desk calls.



He is an indispensable part of our team. Thanks Reed! Wishing you many more years of service!

Happy Valentines Day!!



"Before You Marry A Person, You Should First Make Them Use A Computer With Slow Internet Service To See Who They Really Are"

—Will Ferrell



That Fake App Just Stole Your ID

Ryan loved tweaking photos on his Android phone.

He'd heard rave reviews from his friends with iPhones about Prisma, a new iOS app for image editing. So when he heard Prisma would soon be released for Android, he logged in to the Google Play Store to see if it was there yet.

To his surprise, he found one that looked just like what his friends were describing. Delighted, he downloaded and started using it. Meanwhile, the app — a fake — was busy installing a Trojan horse on his phone.

When he got to work the next day, he logged his phone into the company network as usual. The malware jumped from his phone to the network. Yet no one knew. Not yet, but that was about to change...

Now, this isn't necessarily a true

story (at least, not one we've heard of — yet...), but it absolutely *could* have. And similar situations are unfolding as you read this. Yes, possibly even at *your* company...

Fake apps exploded onto iTunes and Google Play last November, just in time for holiday shopping. Apple "cleaned up" iTunes in an effort to quell users' concerns, but hackers still find workarounds. Unfortunately, these fake apps pose a real threat to the security of your network. Especially if your company has anything but the strictest BYOD (bring your own device) policies in place. And the more your network's users socialize and shop on *their* smartphones, the greater the risk of a damaging breach on *your* network.

Fake apps look just like real apps. They masquerade as apps from legitimate merchants of all stripes, from retail chains like Dollar Tree and Footlocker, to luxury

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purveyors such as Jimmy Choo and Christian Dior. Some of the more malicious apps give criminals access to confidential information on the victim’s device. Worse yet, they may install a Trojan horse on that device that can infect your company’s network next time the user logs in.

So what can you do?

First, keep *yourself* from being fooled. Anyone can easily be tricked unless you know what to look for. Take the following advice to heart and share it with your team:

Beware of Fake Apps!

In case you weren’t aware, one of the latest and most dangerous Internet scams is fake apps. Scammers create apps that look and behave like a real app from a legitimate store. These fake apps can infect your phone or tablet and steal confidential information, including bank account and credit card details. They may also secretly install on your

“Fake apps can infect your phone or tablet and steal confidential information.”

device malicious code that can spread, *including to your company network.*

Take a moment and reflect on these five tips before downloading any app:

1. When in doubt, check it out. Ask other users *before* downloading it. Visit the store’s main website to see if it’s mentioned there. Find out from customer support if it’s the real McCoy.
2. If you *do* decide to download an app, first check reviews. Apps with few reviews or bad reviews are throwing down a red flag.
3. Never, EVER click a link in an e-mail to download an app. Get it from the retailer’s website, or from iTunes or Google Play.
4. Offer as little of your information as possible if you decide to use an app.

5. Think twice before linking your credit card to any app.

Most importantly, get professional help to keep your network safe. It really *is* a jungle out there. New cyberscams, malware and other types of network security threats are cropping up every day. You have more important things to do than to try and keep up with them all.

The Most “Bullet-Proof” Way To Keep Your Network Safe

Let’s not let *your* company become yet another statistic, hemorrhaging cash as a result of a destructive cyber-attack. Call us TODAY at 585-729-8324 or e-mail me at sbrumm@cetechno.com and let’s make sure your systems are safe. I’ll provide you with a Cyber Security Risk Assessment to check for and safeguard against any points of entry for an attack. This service is FREE, but DO NOT RISK WAITING: contact me NOW *before* the next scam puts *your* network at risk.

Help Us Out And We’ll Give You A Brand-New Tablet For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we’ve decided to hold a special “refer a friend” event during the month of February.

Simply refer any company with 10 or more computers to our office to receive a FREE Computer Network Assessment (a \$1500 value). To show our appreciation we’ll send you a \$75 Amazon gift card for each qualified recommendation. In addition, we will send you a free tablet or iPad (valued at \$400) for any referral that becomes a client (or donate \$400 to your favorite charity...your choice!) Simply call us at 585-729-8324 or e-mail us at sbrumm@cetechno.com with your referral’s name and contact information today!

Shiny New Gadget Of The Month:



Mevo Puts You In The Director's Chair

A single static video camera can make for some pretty boring storytelling...but who's has multiple cameras, a crew to run them and a team of editors?

Well, now your videos can look like you have an entire crew behind the scenes, with Mevo. Mevo is a new type of video camera and app that lets you shoot and edit multiple video shots on the fly, all while recording and/or livestreaming.

Let's say you're shooting a band concert. You get to mix in shots of the guitarist, the drummer and bass player together, and a wide-angle view of the whole band. Plus Mevo follows their faces as they move around so you don't have to. You just sit back, and cut and zoom on the fly.

On the downside, Mevo's battery lasts only an hour, and image quality is limited to mobile viewing. Still, with all the cool possibilities you get with Mevo, you may start getting ideas about becoming the next Spielberg. GetMevo.com

Sean Stephenson

Last week we had the opportunity to meet and listen to Sean Stephenson. For those who don't know Sean he was born with a rare bone disorder which doctors predicted he would not survive past birth. This disorder has stunted his growth which cause his bones to be extremely fragile. Despite these challenges, he has become a board certified therapist and inspirational speaker. He has appeared on The Oprah Show and had a TV show called "Three Foot Giant". He has traveled all over the world sharing his inspirational message.

He taught us to love the person in the mirror and to teach the people how to treat you. He shared his life story of overcoming his health issues, and pursuing his dreams which included time working in the White House with President Clinton. He said to run your life with vision not fears.



Surround yourself with mentors. Focus outside your comfort zone. Nothing good is inside your comfort zone. Think about stress...you can't take it away or you will lose your drive. If you get rid of all your problems, it gets rid of your strength, character, wit and takes away how to accomplish your vision. Love life amidst all the pain. Pain is inevitable suffering is optional.

His main message was to take fear (what you don't want), envy (what you don't have), dislike (complaints) and turn them into goals (what you do want – the vision for your life), appreciation (what we do have), preference (what we like). All good messages to live by!

Our time with him was thoroughly inspirational. To learn more about Sean go to seanstephenson.com.

IT Security Tip of the Month

IT Security Tip: Set up bank alerts – NOW!

Here's a tip that just might save your bacon: set up withdrawal alerts on your bank accounts. Many banks will send you an e-mail alert whenever money is withdrawn from your account via check, debit card or transfer. Setting up those alerts will allow you to spot and report fraudulent activity BEFORE the money has already been siphoned into a cybercriminal's hands.

Email PDF Attachment Might Be Gmail Phishing Scam

There's a new phishing scam making the rounds, made noteworthy by the fact that it is especially convincing. What makes it so convincing is the lengths the hackers go to in order to fool their potential victims into thinking they're getting a legitimate email.

The attack begins by breaching one person's email, then scanning the first victim's email for sent emails containing an attachment.

When one is found, a screen shot is taken and included with the mail that the hackers will send next. The idea is to build trust and convince the next victim that they're receiving a resend of the file in question from a known source.

The next step, of course, is to gather email addresses and send emails to new recipients. These include the aforementioned screenshot, disguised as a PDF.

The hackers have also found an inventive way of getting around Google's normally excellent scanning and detection protocols. The URLs they use are virtually identical to official Google URLs. When you click to download what appears to be an innocuous PDF, you are redirected to what appears to be a Google login page.

This, unfortunately, is a trick, and when you log in, you give the hackers your Google password.

Unfortunately, too many people tend to use the same password across multiple websites, so once the hackers have this password, more often than not it means that they've got the keys to your digital kingdom.

This is the most effective phishing attack we've seen to date. Most phishing attacks have a success rate no higher than 3-4 percent. This one is nearly an order of magnitude more effective, and it's spreading quickly.

It's something you need to be sure that your IT staff and all your employees are aware of. Even if at first glance an email in question appears to be from a trusted source, it bears a quick voice or in person contact to be sure that the sender has actually sent you a file. This extra step could save you quite a bit of pain down the line.

Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winners of last month's Trivia Challenge Quiz were Tricia Runyon of Klein Reinforcing and Wally Piccone of Omero's Clothes. They were the first two people to correctly answer our quiz question from last month: **The very first Apple logo featured what famous person sitting under a tree, with an apple about to hit his head?** a) Sir Isaac Newton b) Wayne Newton c) Elvis Presley d) Mark Zuckerberg

The correct answer was **a) Sir Isaac Newton**. Now, here's this month's trivia question. The first two winners will receive a \$25 Amazon gift card.

Who was the classic Hollywood film star and avant-garde composer who helped invent WiFi?

a. Hedy Lamarr b. Arnold Schwarzenegger c. Clint Eastwood d. Judy Garland

Email us at jstanton@cetechno.com or call at 585-729-8324 with your answer!