

## Know the Net



### CALL THE PC GUY'S NEW NAME

There's a new kid on the block. Call the PC Guy expands its business division to launch **Managed IT Solutions**.

Whether you're a home, a home business, or a company with five to 100 employees, Managed ITS offers everything you need to manage your network and make business run seamlessly. 24/7 network monitoring, security scans for viruses and other malware, preventive maintenance tune-ups, data backup checks and data recovery options provide solutions that minimize system downtime and eliminate lost productivity.

Call the PC Guy will continue to be Managed ITS' residential arm, providing all your computer repair and home networking needs. [Check out our latest endeavor.](#)

**Managed IT Solutions.** New kid. New swagger. Same great service.

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### PITTPATT ON IT RADAR

One of the more recent bad boys to join Google's powerhouse is PittPatt, aka, Pittsburgh Pattern Recognition. A Carnegie Mellon University offspring, PittPatt is a facial recognition software company that can match people to photos, videos and more using algorithms in face detection, face tracking and face recognition. The software zeroes in on human faces in photographs and can track facial motion in videos. Computer vision technology can 'tag' you on Facebook, whether you like it or not.

Facial recognition is already at play in several Google products such as Image Search, YouTube, Picasa and Goggles. Currently, the company has no plans, however, of releasing PittPatt as a facial recognition mobile app due to privacy concerns.

## KNOW THE NET



If Captain Jack Sparrow was web-savvy, he could've geolocated the heart of Davy Jones to save his soul and spared himself the anguish. Then there wouldn't have been a sequel to the Pirates of the Caribbean film franchise and we would've missed the 'savvy'-blurting buccaneer who put

pirate culture on the map.

What's your web-savvy rating? The internet is a fathomless ocean of knowledge. It requires various degrees of skill to navigate its labyrinthine waters. Not only is it a powerful tool, but also a profitable one because you can make millions if you know what you're doing. To some, it's even become a second home, having crept into almost every aspect of our lives. No matter what browser your rig is rocking, or who your ISP is, the internet will continue to evolve at breakneck speeds. Know the net; its possibilities are endless.

### ISP

Aka Internet Service Provider, an ISP is a company that provides both personal and business internet access. For a monthly fee, the service provider supplies a software package and a modem that allows you to access the web and enables you to send and receive web mail. Time Warner Cable, At&T and Earthlink are one of the more well-known ISPs.

### Browser

Aka web browser, a software application that locates, retrieves and displays web content including pages, images and video. You can't get on the internet without one. A browser can also access information on web servers in private networks. A microbrowser displays web content on smaller mobile devices like smartphones. [Internet Explorer](#) and [Mozilla Firefox](#) are two of the more popular browsers. Hot on their heels are [Google Chrome](#), Apple Safari and Opera.

### URL

Aka Uniform Resource Locator, formerly Universal Resource Locator. A URL is the global address of documents and other resources on the web. The first part of the address, separated by a colon and two forward slashes, is the protocol identifier, while the second

part is the resource name which specifies the IP address or domain name where the resource is located. The protocol identifier specifies what protocol the computer should use to retrieve the executable file, generally an FTP or HTTP/HTTPS. A URL that uses the HTTP/HTTPS protocol is also called a web address. For instance, <http://www.managedits.com> indicates a computer should use http protocol to retrieve Managed ITS' web page.

## IP address

An IP address identifies a computer or device on a TCP/IP network. Networks that use the TCP/IP protocol route messages using the IP address of the destination. An IP address is a 32-bit numeric address written as four numbers separated by periods. Each number must be within the zero to 255 range. The four numbers identify a particular network and host.

## Domain

A domain identifies one or more IP addresses. For instance, [microsoft.com](http://www.managedits.com) represents several IP addresses. Domain names are used in URLs to identify particular web pages. In the URL [http://www.managedits.com/About\\_Us.html](http://www.managedits.com/About_Us.html), the domain name is [managedits.com](http://www.managedits.com). Each domain has a suffix that indicates which top level domain it belongs to. For instance,

ca - Canada

com - commercial business

edu - educational institutions

gov - government agencies

mil - military

net - network organizations

org - nonprofit organizations

th - Thailand

## Search engine

A search engine is a program that uses specific keywords to search for documents and retrieves a list of documents where those keywords are found. It allows you to find answers to literally anything under the sun. When in doubt, 'Google' it. Other popular search engines aside from Google are Yahoo, Bing, Baidu, Ask and AOL. You can filter and refine your searches by adding an action verb such as 'define' to the topic in question. Beware the hot topic, however! Users sometimes fall prey to search engine poisoning where hackers infiltrate search engines and make their infected pages come up in searches for hot topics.

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