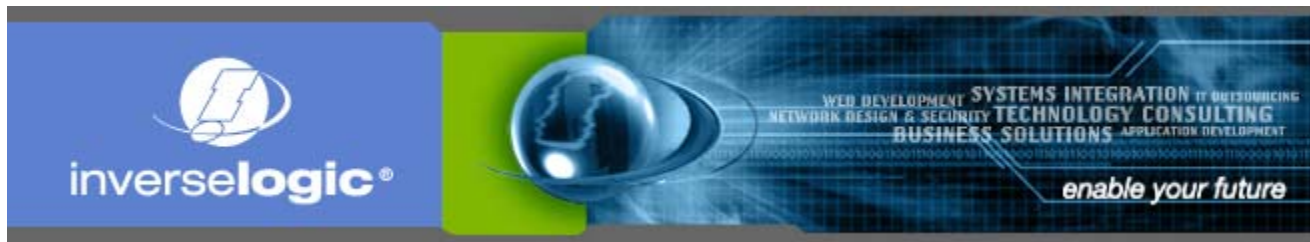


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September 2008

Issue: 2



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## A New Addition to the Team



Thank you for all the feedback on our first Newsletter. I appreciate your comments and look forward to your ideas. We have added a new [Newsletter section to our website](#) and will have archives of all issues in Adobe PDF format.

I am happy to announce the addition of a new team member to Inversellogic, Alan, who has joined our team as of August. Alan has extensive knowledge in System/Network Administration, Web Application Development, and is a UNIX guru. Alan is a published author and has written three books on UNIX including, [Using Red Hat Linux](#), [Setting up and Running GNU/Linux Servers](#), and [A Practical Guide to Parsix Linux](#).

Alan's addition will help us grow our technical base and help us in providing cutting edge solutions for our clients.



## Google Chrome

Google unveiled its new browser on Tuesday; it is touted as a faster and more reliable experience for those using the Web for everything from e-mail and word processing, to music and video. The new open-source browser, Google Chrome, is an alternative to programs like Internet Explorer as well as Firefox, Safari and Opera.

Google Chrome has some privacy features that enable a user to surf without creating a history and without collecting

## Obama's Millennial Marketing



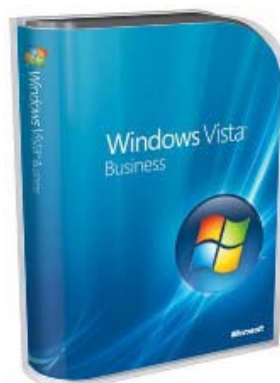
Throughout his election campaign, Barack Obama has taught us a lot about millennial marketing. Although most Gen Xers would agree that the days of

mass marketing are long gone, Obama's approach proves otherwise. From the "Countdown to Change" iPhone application to his more personalized website, Barack Obama has succeeded in accomplishing a more personal campaign. According to Newsweek's Andrew Romano, "Obama is the first presidential candidate to be marketed like a high-end consumer brand. It will be interesting to observe how the utilization of the web as well as other technologies will affect the 2008 elections as well those to come.

To read on about this article, [CLICK HERE.](#)

## Vista Slow to Adapt

The truth is out. Windows Vista just isn't ready for the corporate world. Unfortunately, vendors are not implementing the necessary beta drivers which allow consumers to properly use their products. Companies who have implemented the new operating system find themselves frustrated when they learn that vendors do not have compatible software and are unsure of their availability. The problem is mainly due to the heightened security that has been put into practice. Due to the drastic security changes, vendors find that they have to rewrite their software. Throughout this entire ordeal, Inversellogic has always recommended that our clients steer clear of Windows Vista until all the kinks are worked out.



## Technology Showcase

With new California laws in effect, we are often asked to recommend a Bluetooth headset that works well and is comfortable. In our experience the Jawbone has been the best overall headset to use, and one that we are often asked to purchase for our clients.

Recently, the release of the Jawbone 2 was announced. The Jawbone broke new ground by having excellent noise-canceling technology and unique eye-catching design. The new Jawbone 2 is about 50 percent smaller than the original, with a brand new diamond pattern design. Jawbone 2 now has a magnetic charging connector similar to that of the Apple notebooks. But best part about the Jawbone 2 is its noise-canceling abilities--it still has



cookies. [download the beta version here.](#)

## Recent Web Projects

A full featured website in Flash Technology, for a Hotspot restaurant/club in Downtown Los Angeles.



[www.takamisuhi.com](http://www.takamisuhi.com)

Mixed Flash and HTML site for E5 Clean Energy.



[www.e5cleanenergy.com](http://www.e5cleanenergy.com)

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that Voice Activity Sensor nub that helps to enhance your voice and eliminate background sound, plus its "Noise Shield" technology has been upgraded to eliminate even more noise than the original.

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