



**KINGDOM**  
TECHNOLOGY SOLUTIONS  
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Kingdom e-News

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## Will We Live in the Cloud?

At the beginning of the new year, we humans often take time to assess where we've been and where we are going. Analyzing the past is the easier of the two; after all, hindsight is 20/20. On the other hand, predicting the future of technology can make predicting the weather or natural disasters look like child's play.

In 2010, the Pew Research Center's Internet & American Life Project joined with Elon University's Imaging the Internet Center to ask what technology experts thought the Internet would be like in the year 2020. We're not there yet, so let's see how close we have come so far, and if we're pointed in the right direction.

The question posed in the survey was "Will we live in the cloud or on the desktop?" The "cloud" is a way of defining the Internet, and "cloud computing" is a phrase being used today to describe the act of storing, accessing, and sharing data, applications, and computing power in cyberspace.

The concepts of storing data in remote locations or renting the use of tools only when you need them are not new. In September 2008, 69% of Americans had either stored data online or used web-based software applications at least once. Using a Hotmail or Gmail account for email, storing Firefox or Google browser bookmarks online, sharing friendships in cyberspace on social networks like Facebook, maintaining a blog on WordPress, and storing personal videos and photos on YouTube and Flickr are just some of the ways many people are already working in the cloud every day. You probably access many of these applications yourself. Are you surprised that you have been in the cloud?

The majority of technology experts participating in the survey expect that by 2020 most people will access software applications online and share and access information through the use of remote server networks, rather than depending primarily on tools and information on their personal computers. They predict that cloud computing will become

more dominant than the desktop in the next decade. This does not mean that most of these experts think the desktop computer will disappear soon. The majority sees a hybrid life in the next ten years, as some computing functions move toward the cloud and others remain based on personal computers.

The cloud-based model has been evolving since the early 1990s, with the major barriers being bandwidth and latency. In addition, the PC as we know it is slowly dying due to increased desire of the marketplace to be mobile. Mobile phones and other “pocket” devices will continue to drive people to cloud-based services and applications. The boundary between smartphones and the PC is already blurred by better and more powerful mobile devices coming to the market. People can now achieve the same computing power - portable and in their pockets – that was previously only available on a bulky desktop or laptop.

Whether this business of living in the cloud will be a “good thing” or not depends on your take on convenience versus privacy. The acceptance of cloud computing will also vary, depending upon people’s location, access, needs, and motivation. The cloud can allow people to easily and conveniently take advantage of larger amounts of storage and computing power. Easy access and easy sharing of data will be increasingly at our fingertips anytime, anyplace. As we can already see, the switch to the cloud will be so seamless that people will generally not be able to distinguish a difference between when they are working within their local device and when they are accessing the cloud.

Concerns about living in the cloud will center on privacy, and security issues, as people put their information under the control of strangers in remote locations. Cloud computing further exposes private information to governments, corporations, thieves, opportunists, and human and machine error. A switch to the cloud places users’ data and tools behind walls owned by others, and the people in control of cloud companies may prove to be unreliable or take action that restricts individual choice.

The experts surveyed admitted that cloud computing continues to evolve, as does every aspect of the Internet, making it difficult to predict what will happen because there are continuous adjustments to new realities and limitations. We do know that the drive to gain access to information everywhere and the rapid evolution of the tools to do this will continue to bring massive change.

This story was extracted from the Pew Internet study, *The Future of Cloud Computing*, by Janna Anderson and Lee Rainie. To further explore the details of this fascinating survey, navigate to <http://pewinternet.org/Reports/2010/The-future-of-cloud-computing/Overview.aspx>.



## Ask Tech Support: Facebook Ads

Have you ever wondered how Facebook targets the ads on pages within your account so neatly? Facebook ads home in on your location, appeal to your age bracket, and are tailored for your gender. The information you have listed in your profile, as well as the pages and groups you are connected to, allow Facebook to sell space to advertisers who will make offers based on your relationship status, professional or educational history, or interests.

Facebook suggests that including more content on your profile relating to your interests will improve the focus of the ads you see. Conversely, including less information, keeping a low profile as it were, should result in fewer ads. Blocking ads from showing on your page or opting out entirely is, however, impossible, according to the Facebook website. Whether you like Facebook ads or not, click on them with caution. They have been known to contain malware.

## Sites to See

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

### Good Reads

Goodreads is a web site for readers and book recommendations. The site has more than 6,600,000 members who have added more than 230,000,000 books to their shelves. Goodreads users may be casual readers, die-hard bookworms or librarians. Goodreads founder, Otis Y. Chandler, says "...you can see what your friends are reading and vice versa. You can create "bookshelves" to organize what you've read (or want to read). You can comment on each other's reviews. You can find mind-blowing new books. And on this journey with your friends you can explore new territory, gather information, and expand your mind."

<http://rogerebert.suntimes.com/>

### Roger Ebert

Roger Ebert is considered by some to be the best-known and most widely read film critic in the world. His online home covers a lot of ground. There are reviews, personal interviews, essays about topical and controversial movie subjects, coverage of film festivals around the world, and Movie Answer Man columns addressing questions submitted by readers. The well-written site is comprehensive and boasts over 5,500 movie reviews alone.



<http://1000awesomethings.com/>

### **1000 Awesome Things**

1000 Awesome Things is a blog that the author, Neil Pasricha, refers to as “a time-ticking countdown of 1000 awesome things.” Pasricha launched the blog in June, 2008 and updates it every weekday. Each entry is a heartwarming, humorous look at the little joys of life. Pasricha makes his readers slow down and take a look at simple things we are generally too preoccupied or hurried to appreciate. Here is a random sampling, and, you have to admit, each one, in its own way, is pleasurable, valuable - awesome.

#809 New Socks Day

#808 Coming home after a long day to the smell of someone cooking dinner

#807 That one really good pen that never gets lost

#806 Ducks

#805 The smell of crayons

<http://ocean.si.edu/>

### **Ocean Portal**

This website from the Smithsonian Museum of Natural History brings a unique, interactive online experience meant to inspire awareness, understanding, and stewardship of the world’s oceans. Venture into a polar bear’s den, swim with sharks and explore Inuit ruins of a whaling community. The adventures are endless, accompanied by breathtaking photography and video. The site is divided into Ocean Life & Ecosystems; The Ocean over Time; Ocean Science; and The Ocean & You. A special section for educators offers lesson plans and activities.

[http://www.msichicago.org/fileadmin/Activities/Games/simple\\_machines/](http://www.msichicago.org/fileadmin/Activities/Games/simple_machines/)

### **Simple Machines**

Simple Machines is a game on the website from Chicago’s Museum of Science and Industry featuring a little red fellow named Twitch. There are spare robot parts all over the Museum, and Twitch must collect them. Twitch wants to make his task easier, so he uses found objects to create simple machines; devices that will help him solve challenges with a minimum of force, collect the parts and stay out of trouble. The game is fun and educational. Twitch, who is cute as can be, has an insatiable appetite for treats and can be fed cupcakes and ice cream as the game progresses. All in all, the game is thoroughly enjoyable, the graphics are great – and you just might learn a thing or two!

## **Kingdom IT Consulting and Support Services**

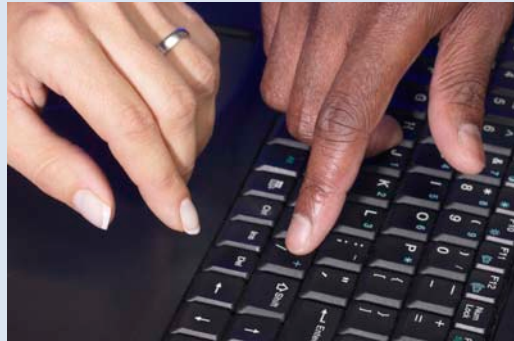


Partner with Kingdom IT to take full advantage of the technology tools available to you today. We’ll give you the edge so you can grow and operate your business at top efficiency. As your technology department, we can provide wired/wireless networking setup, hardware and software

installation, maintenance, troubleshooting, support, and employee training. Call us with your needs, and we will provide a written proposal and quote.

## Mini-Tutorial: Conserving Battery Power on Your Laptop

When you are a laptop owner, it makes sense to learn some strategies on managing battery life. You will almost certainly encounter situations when you wish to extend that life as long as possible. Your strategy may be as simple as carrying an extra battery or the power cord so the machine can be recharged when an outlet is handy. Other tactics can come in handy as well. It's always nice to have a contingency plan.



Microsoft recommends using the power saver plan to maximize battery life. This can be done by going to the Control Panel and opening Power Options. A power plan is a collection of hardware and system settings that control how the laptop manages power. Windows 7 has three power plans. You will want to opt for the power saver plan if you want to save battery life. The other plans are the balanced plan and the high performance plan. The high performance plan is obviously an energy hog. The balanced plan offers full performance and display brightness when you need it, but conserves power when the computer is idle. Power saver mode extends battery life, but sacrifices performance and display brightness in order to achieve the extended lifetime. With each power plan option, you can tinker with the settings a bit to improve energy savings. By clicking on "change plan settings," you can adjust when the display turns off and when the computer goes to sleep.

There are several other common sense tweaks you can employ to conserve battery life. For instance, you should defrag regularly to ensure that your hard drive is as efficient as possible. Clean your battery's metal contacts every couple of months with a cloth moistened with rubbing alcohol. Clean contacts will yield a more efficient transfer of power from the battery.

If you are in a crunch situation where you must really concentrate on battery conservation, dim your screen to the lowest level with which you are comfortable, shut down programs running in the background, and do not multitask.