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CryptoPrevent, Hispanic digital consumers, tiny desktops and more in the news

By Art Snyder

Don't waste any time getting to safety. That's what you need and will find as you learn about CryptoLocker and its conqueror, CryptoPrevent, in the debut segment below. Then take in the news about really trimmed desktop computers from HP and Lenovo (the Chinese brand of what used to be IBM computers). You also have to bring your game up to reach the burgeoning demographic of Hispanic consumers, so there is help with that, too. All this news, and more, is below.

CryptoPrevent

The most important recent bad development in the computer world is ransomware. Ransomware is a type of virus or malware that renders computers unusable until the owner literally pays an online ransom to regain access to his or her computer's hard drive and all the valuable information it holds.

Generally, ransomware attacks via rogue websites and phishing email purportedly from Bank of America, Chase, FedEx, UPS and other major banks and businesses. Ransomware typically does no damage to a computer. It simply disables your ability to access your computer files. The dangerous ransomware spreading today is known as CryptoLocker, and it's infected more than 275,000 computers since its introduction last September.

Fortunately, there is a powerful software program from IT professionals that is dedicated to keeping you safe from CryptoLocker: CryptoPrevent. This Windows utility program is free and downloadable, and it runs in the background and keeps an eye on any CryptoLocker mischief. To learn more about CryptoLocker and CryptoPrevent, visit <http://x.co/3fTkz> and <http://x.co/3fTk1>.

HP's new Elite business PCs

Small business is the focus of computer giant HP, and the company just announced a number of new business computers in its Elite line that are ideal for cozy rink offices and workspaces. It includes two compact desktops, two notebooks and a 23-inch touchscreen display that works just as well as a standard (non-touch) desktop monitor.

HP's EliteDesk 800 is an especially powerful and compact desktop that can lie flat on a desk, sit vertically (in a stand), mount to the back of a large flatscreen monitor, or mount to the underside of a desk (by using an HP VESA mounting kit).

The EliteDesk 800 has all the power, bells and whistles you expect today, including six USB 3.0 ports, two DisplayPort 1.2 outputs, and one VGA port. HP's new EliteDisplay S230tm is a 23-inch flatscreen monitor with an impressive pixel resolution of 1920 by 1080. It also has integrated stereo speakers and can be wall- or desk-mounted, as desired. Pricing and availability of the Elite line will be announced in April. See video reviews at <http://x.co/3ecHz> and <http://x.co/3ecKM>.

HP Pavilion 27xi 27-inch monitor

The bold HP Pavilion 27xi 27-inch monitor offers full HD resolution and widescreen technology in a flatscreen format that has an ultra-thin edge-to-edge panel design that results in a small footprint. The monitor's high-comfort, low-distortion technology has 178-degree horizontal and vertical viewing angles,



so you can accurately see text, images and colors from almost any direction.

A business user will enjoy extended periods of monitor use, for greater productivity and efficiency. See a video review of the HP Pavilion 27xi monitor at <http://x.co/3ecGC>.

Lenovo ThinkCentre M93p Tiny

HP is not alone in considering the needs of rink operators who today depend on the digital world to conduct business throughout their rinks. Lenovo has introduced its ThinkCentre M93p Tiny, a petite PC that measures just 7 inches tall, 7.2 inches wide and 1.35 inches thick, about the size of a textbook. As expected, the three-pound ThinkCentre M93p Tiny is fully outfitted to compete in the business marketplace, but it boasts of an additional spec: It complies with rugged 8 Mil-Spec criteria for dust, shock, temperature extremes, humidity and impact.

That might be a decisive factor if your rink office areas are not as dust-free as you'd like. The ThinkCentre M93p Tiny has a zero footprint, if you like,

since you can mount it to the back of monitor, on a wall, or beneath your desk surface or work area. To see more product details, visit <http://x.co/3ecL2>. To see a video review, visit <http://x.co/3ecLK>.

Hispanics consumers go digital

Staying in touch with your customers — and potential customers — is fundamental to success. That's especially true with small businesses like rinks.

To the surprise of some observers, Hispanic consumers are more likely than other demographic groups to stay digitally connected. That's what experts from Experian Marketing Services have discovered. Hispanic consumers visit retailer websites, Facebook pages and similar destinations more often than the average online population.

Plus, a solid proportion of that connectivity is done with smartphones and digital tablets. The numbers confirm this:



Hispanic visitation to websites is more than 20 percent higher than the average demographic, and almost 55 percent of Hispanic adults go shopping with their smartphones. Further, they spend more time browsing sites than typical online shoppers. And Hispanic consumers are almost 60 percent more likely to purchase products they see advertised on their smartphones and tablets, and these same consumers are nearly 15 percent more likely to use their mobile devices to discover enticing local products, services and other deals, such as might be offered by rinks.

Additionally, Hispanic users access social media like Facebook, Twitter and Google+ more frequently than non-Hispanics. The bottom line is that you can better reach and engage the Hispanic consumer digitally by optimizing your rink website (and other) presence for mobile and smartphone shoppers.

You also should present yourself online and with apps that offer a Spanish option, to better engage prospective customers who may prefer shopping in

the language that provides them the most comfort. That is, optimize the digital experience with social media channels and other venues to maximize your marketing efforts. (This holds for all your customers, in fact.) Results underscore online success with the Hispanic consumer, as this group is 30 percent more likely to confirm allegiance by purchasing products advertised via social media.

Talk to your local computer and marketing experts to see how they can assure you that you are doing what's needed to address the needs of Hispanic visitors and prospects when they consider your rink for open sessions, birthday and other private parties, special events, family skates, church activities and other rink offerings.

Tripp Lite TLP606DMUSB Surge Suppressor

Safe computing is a given to operate your rink business reliably, and electricity is at the heart of all of this with computers, phones, printers and other digital lifelines. Protect your sensitive electronics and economize with space by using a surge suppressor.

Some of the best, with a history of excellence and value, are from Tripp Lite, and their new Tripp-Lite TLP606DMUSB Surge Suppressor — at a competitive, attractive \$26 — is perfect for rink duty. You can mount this surge suppressor on the edge of your desk or table and be done with it as it sits out of sight and mind. A heavy-duty clamp sets this surge suppressor apart. Use its two heavy-duty knurled knobs to attach the outlet strip to the edge of your work surface in just a minute, then plug your electronics into it to manage the flow of electricity and safeguard your devices. It couldn't be easier.

A bonus: The TLP606DMUSB has two USB ports, which are helpful for charging your smartphone, MP3 player or other devices. No power adapter needed. In all, the TLP606DMUSB has six electronics outlets, besides the USB ports. For more and to see a video, visit <http://x.co/3fVzu>.

Products mentioned in this column are widely available. Check local technology vendors and mail-order and online sources. Broadband Internet access allows fast, easy software downloads and updates. Art Snyder is a regular RINKSIDER contributor who specializes in marketing and technology. He lives in Centerville, Ohio. Contact him at ArtSnyder44@cs.com.