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- Color Accuracy
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Visit our website at www.purelyinnovative.com/buyersguide/index.html and sign up for your FREE LCD VS Plasma Buyers Guide.

I Have a Dirty Secret to Confess....

I don't clean my computer as often as I should. Yes, I've shaken the crumbs out of the keyboard from time to time just like everyone else, but that could hardly constitute as a "cleaning."

With Spring in the air, I thought this would be a good opportunity to remind everyone (myself included) to clean out those dirty PCs. After all, you should do this every 3 to 4 months. And, it's not just for sanitation purposes...

The electromagnetic field put off by your computer attracts dirt. Just take a look at the back of your PC near the fan vent. Pretty gross, huh?

It's Not Just Dirty...It's Dangerous!

The dust clogging those vents will cause your CPU to heat up—and heat is the biggest cause of failure in computers. Yep, that dirt and dust can end up shutting

down your PC and costing you real money!

Keyboards are breeding grounds for all kinds of infectious and nasty critters and multiple studies have proven there are more germs on the average keyboard than the average toilet!

Now that I've completely put you off your lunch, let me give you a general overview of how to clean your computer...

A Warning Before You Start Scrubbing

Before you begin, turn off your computer. Never spray or squirt any type of liquid onto ANY part of your computer. If a spray is needed, spray the liquid onto a cloth and then use that cloth to rub down the component.

Also, when vacuuming the dust INSIDE your computer, make sure you

Story Continues on Page 3...

Inside the Technology Advisor

- ◆ Sony & Control4 - Making Your Life Easier.
- ◆ VUDU Has a Gift For You!
- ◆ Funny Food Facts

Do You Vudu?

What if a sleek black box could deliver thousands of movies and your favorite TV shows instantly? What if the selection were constantly updated? What if the video were high-def?

Easy to Use. Never Boring. Always On.

Let's dig a little deeper. With video output to 1080i/1080p24, VUDU looks great on your DGTv. High Fidelity guaranteed. And with a 250 gig hard drive, you've got plenty of room. Soon you'll forget your TV shows and movies are coming over the Internet. See page 3 for a special gift from VUDU.



Sony & Control4 Pair to Release Multiroom Entertainment/Control Solution

Sony rolled out a "pre-configured" and "pre-wired" 12-zone home entertainment and control rack system that includes home control via a Control4 HC-500 and comes in a pre-built Middle Atlantic AXS rack.

The system is available with a fully-installed price that will vary based on the selection of components, according to Sony. Adding that installations will range from \$40,000 to \$85,000, depending on the amount of added features requested.

Sony says the NHS-130C provides consumers with a whole-house entertainment and control solution that's cost effective and saves installation time.

The basic system includes a 7.1 home theater that includes HDMI output and upscaling up to 1080p, 12 high-definition video zones, popular source components and the Middle Atlantic rack allows for easy access to pre-wired auxiliary trays. Also included is an integrated Control4 HC-500 controller for controlling systems like lighting, thermostat and security.

Keypads and touch panels can be added on as can lighting, temperature controls, a local zone controller for on-screen navigation zones and additional control systems for customization.

To facilitate installation, Sony says all components are pre-integrated into the custom-designed HC-500.

"The NHS-130C model pairs a top of the line home theater system with whole home automation that can be fully integrated and installed in a fraction of the time normally required for custom installers to build and integrate the system themselves," says Manowitz.

This system will only be sold through authorized dealers and will not be sold through big-box stores.

John Yoon, Vice President of Marketing for

Control4, calls this "repeatable customization" and says it's among the keys to effectively bringing control to the middle market.

"We like partnering in the NHS [Sony's New Home Solutions division] to do the repeatable customization that we've told our dealers they need to be successful."

Sony chose to work with Control4, in part, due to feedback from its dealer base, according to Manowitz.

For Control4's part, the venture with Sony is reflective of its continuous efforts to bring elevated control of home systems to a broader market. Yoon concedes that this "pre-integrated" system doesn't carry the level of control that more custom-

ized, more expensive control systems offer.

He maintains, however, that there is a market for the levels of control that the NHS-130C offers.

"It's kind of like Lamborghinis and Acura's," he says, indicating that everybody appreciates Lamborghini's superior performance, but there is a big market for lower-cost, high-performance cars.

"We are extremely pleased to work closely with Sony on this innovative approach to simplify installation and bring to life the digital home for a broader market of homes," says Will West, CEO at Control4.

In addition to the Control4 HC-500, the NHS-130C's components include a 400 disc DVD player with Internet lookup and content manager, a built-in 160-GB music server, a Blu-ray high-definition DVD player, XM/Sirius tuner, built-in iPort iPod port, 12-zone HD component video switch, two six-zone matrix switch with 12-channel amplifier and the flexibility to add three additional components.

The only thing left out is installation. That's where we come in. Give us a call at 800-875-5675 or email us at info@purelyinnovative.com to schedule an appointment.



"Of course I'll punish him, but not until I figure out if he's on to something."



You kids are so spoiled! When I was your age we didn't have online dictionaries, encyclopedias and atlases. No-we had to walk 4 miles to the local library to use reference books!

New at INNOVATIVE

Are You Ready To VUDU ?

Special gift from VUDU! For a limited time, included with the purchase of a VUDU set-top box are permanent copies of The Bourne Identity and The Bourne Supremacy in HD — a \$50 value. In addition, VUDU customers can currently purchase The Bourne Ultimatum in HD for \$24.99.

VUDU brings you the hottest new releases and old favorites from every major studio — Lionsgate, New Line Cinema, Paramount Pictures, Sony Pictures, 20th Century Fox, Universal Studios, Warner Bros. Studios, and Walt Disney Studios — plus titles from 22 independent and international distributors, including First Look, Granada, Kino International, and Think Film.

What is VUDU?

VUDU delivers what no one else does—instant access to HD films, TV shows, and approximately 5,000 movies, with more added every week.

VUDU offers easy-to-use tools. How to choose? You can search by title, actor, or director, or browse through genres, new releases, or special collections.

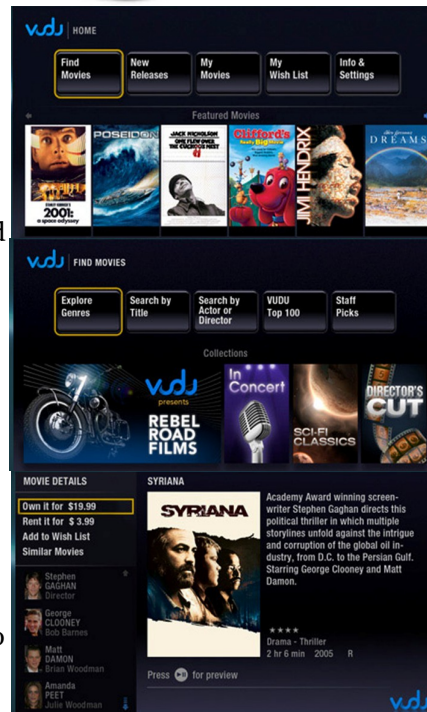
VUDU is movie freedom. Choose your movie and watch it —no waiting and no buffering.

VUDU has no activation fees and no subscription fees. Rentals from .99, HD rentals from \$2.99, purchase movies from \$4.99 and all TV episodes are \$1.99.

The VUDU box stores the movies and shows you rent or buy. No more stacks of DVD, scratched disks and crowded mega-stores.

VUDU is also “green”. No need to waste time and gas driving to the store for DVD’s. Instant download and viewing of movies, instant gratification. Save time, Save Money, Save the Planet!

What you buy today is not what you’ll experience six months from now. VUDU is constantly evolving - and it will only get better. Contact us at info@purelyinnovative.com



Dirty Secrets Continued from Page 1...

use one that was designed specifically for the job and not the one in your closet. Standard vacuums create static electricity that can damage the internal components of your computer. Instead, use a portable battery powered vacuum designed to do this job.

You will also need:

1. A screwdriver to open the computer case; be very careful not to unplug, unscrew, or knock anything out of place!
2. A can of compressed air.
3. A computer-approved cleaning liquid such as rubbing alcohol or mild cleaning agent like dish liquid diluted down.
4. Cotton swabs (Q-tips).
5. A lint-free cotton cloth.

Before you begin, turn off your computer.

Tip: Wiping down the outside of your computer tower with a solution of one half

vinegar and one half water will minimize static.

Start by sucking out all the dirt, hair, and dust with a vacuum. Do an extra good job around any ventilation locations as they will help to keep a steady airflow thereby keeping your internal components cooler.

When cleaning the fan, I suggest you hold the fan or place something in between the fan blades to prevent them from spinning.

Compressed air is great for getting all the crumbs, dust, and dirt out of your keyboard, but be sure to also wipe down the keys and surface of the keyboard.

When cleaning the monitor, use a lint-free cloth (like the one you use to clean your eyeglasses). Paper towels, dryer sheets, and other cloths may scratch the monitor. Also, never use Windex or a commercial cleaning product. Lightly spray a mixture of rubbing alcohol and water onto your cloth and wipe it down. Keep it clean and be safe!



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Services We Offer:

- Managed IT Services - Let us help maintain your network and desktops
- Home Theater and Board Rooms - Displays, Projectors, Video and Audio Distribution, Speakers and Surround Sound
- Home and Office Automation
- Time and Billing IT Services/Consulting
- Customer Tracking and Accounting Software Solutions
- Altigen Phone Systems - VOIP, SIP, Fax Servers, Computer Integration and Line Analysis
- On Site Training
- QuickBooks Certified
- Verizon Authorized Dealer - Save on Business Plans

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Funny

Great Writer—There was once a young man who, in his youth, professed his desire to become a great writer.

When asked to define “great” he said, “I want to write stuff that the whole world will read, stuff that people will react to on a truly emotional level, stuff that will make them scream, cry, howl in pain and anger!”

He now works for Microsoft, writing error messages.

Random Food Facts

- Grapes explode when you put them in the microwave.
- Only food that does not spoil: honey.
- Worcestershire Sauce is basically an Anchovy ketchup.
- Ketchup was sold in the 1830s as medicine.
- It takes more than 500 peanuts to make one 12-ounce jar of peanut butter.
- Over 15 billion prizes have been given away in Cracker Jacks boxes.

Receive an American Express Gift Card

Thanks to loyal customers like you, INNOVATIVE is growing faster than ever! We certainly couldn't have done it without the help of our customers referring their friends and colleagues. That's why we'd like to thank you for your referrals with an American Express Gift Card.

All you have to do is refer a business owner or IT Manager in the Corona and Chino areas to INNOVATIVE who is looking for any of the services we offer. As a token of our appreciation, we'll send you a gift card.

Just consider this our way of saying “Thanks!”

To send us a referral, simply call President John H. Johns at 800-875-5675 Ext 101 or send him an e-mail to info@purelyinnovative.com. Tell your friend or colleague to mention your name when they call.