



Making Everyday Easier

www.purelyinnovative.com

Save Time and Money by using Remote Monitoring

Remote Management – and the ability to proactively manage distributed systems – is central to optimizing service delivery and streamlining IT tasks.

Some Benefits of Remote Management/Monitoring

- Lower IT Costs
• Updates Automatically Installed
• Security, Software, Upgrades
• Less Downtime= Money Saved
• Fast and Simple Solutions to Problems

The key to proactive systems management is to build a central "Network Operations Center" (NOC) where one could remotely manage the entire IT environment. Then, time consuming on-site visits could be cut back exponentially and in some cases eliminated altogether. This would allow for more time being spent monitoring systems and keeping them running optimally.

Basic and repetitive administrative tasks that typically take a long time like patch management, software deployment, monitoring and backups are now done automatically at the push of a button. While these tasks used to take days, even weeks, they now take hours.

For example, upgrading servers to the latest Microsoft Windows Server version typically requires our technician to go onsite, download the software, install it, reboot, and then test the solution to make sure the upgrade was successful. Then we must repeat the process on the other servers.

With Kaseya, we can simply download the upgrade once to the NOC, test the software locally and then push it out to all servers at all customer sites at once. Then, we can use a script to install and reboot all the systems (or staggered for business continuity reasons). A process that used to take weeks, now takes minutes.

Kaseya allows Innovative to identify and address minor problems before they become major issues, helping to improve uptime of business systems from 80 to 90 percent to 99 percent available. In addition, improving service quality.

At Innovative, we understand the importance of growing your business without the day to day distractions of computer networking issues, spam, virus', cabling, software and even phone systems. Whatever it may be, Innovative can step up to the plate and get it resolved for you.

For a quote, call us at 909-287-7900 and tell us how many computers you need monitored.

Tech Tip Of The Month - Auto Archiving

Auto Archive helps manage the space in your mailbox or on the e-mail server you are using by automatically moving items to an archive location.

To customize your Auto Archive settings: Open Outlook, right click on the folder you want to customize, choose Properties then click on the Auto Archive tab.

Run Auto Archive every: Choose how often you want Auto Archive to run.

Prompt before Auto Archive runs

Delete expired items: You can choose to have e-mail messages deleted when their aging period has expired. Default for your Inbox and Draft items is six months and three months for your Sent Items, but you can change these.

Archive or delete old items: Choose this option if you want your Outlook items archived, and then deleted when they reach the end of the aging period.

Show archive folder in folder list: Choose to have the Archive folder

listed with your other working folders. In the main Archive folder, you can open the subfolders and view your archived items. You can also drag any items that you need back to a working folder.

Clean out items older than: You can configure a period of one day up to a period of 60 months. "Clean" means to archive - store - items. It does not mean "delete" unless you have selected that setting for the folders elsewhere.

Move old items to: The default setting for this location is different for

computers running the Windows Vista and Microsoft Windows XP operating systems.

Permanently delete items: This option immediately deletes the expired items instead of moving them to the default location.

Retention Policy Information: In your organization, a system administrator might set retention policies that determine when and how your mailbox items are Auto Archived. You can view the policies here, but you can't change them without the appropriate permissions.



Inside the Technology Advisor

- ◆ The Benefits of Remote Monitoring
◆ Managed Services- What they are and how we can help
◆ ISF Video Calibration - History and Facts

Managed Information Technology Service

It's like having your own IT Department

- Proactive - Consistent - Affordable -

System downtime, viruses, spyware, losses of productivity.... Are the computer systems you rely upon to run your business not working consistently and as expected? These distractions are unnecessary, time consuming and very expensive.

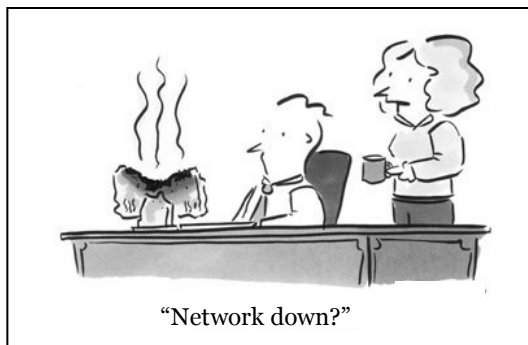
At Innovative, we understand this. We also know that businesses are constantly challenged by the task of managing the demands of business growth while coping with continuous technology challenges.

Our focus is to keep your IT systems operational, available and secure so that you can focus on the everyday demands of expanding your business, managing costs and increasing revenues. We're here to help you realize the productivity gains and ROI you have been expecting from your computer systems all along.

Our Monthly Service Contracts consist of various service level offerings that provide affordable proactive IT management and support. Utilizing our unique framework for providing managed IT services, Innovative provides a range of proactive services designed to optimize your technology investment and maximize the productivity of your people and business.

It's not just about monitoring, that just lets you know something is wrong.

And it's not just about remote access to your systems to troubleshoot issues.



It's about a proactive preventative approach to IT systems management

This is possible through the use of a series of "Best Practices" that we have developed over years of collective experience.

Best practices for tasks such as:

- Spyware Protection and Removal
- Virus Protection
- Disk Drive Analysis
- Security Patch Management
- Application Usage
- System Auditing
- Backup and Disaster Recovery
- User Policy Enforcement

Best practices that are embodied in an automated state-of-the-art infrastructure that gives you immediate response time, access to resources and proactive solutions.

Our technology expertise becomes your competitive advantage.

Consistency creates reliability which results in predictable costs. How many times have you received a bill that you couldn't understand or begin to determine if it was justified?

Consistency is the cornerstone of Innovative.

Our Managed IT Services Package Benefits:

- Reliability
- Security
- Consistency
- Productivity Gains
- Cost Management and Control
- Performance
- Managed Expansion and Growth

Our goal is to serve as your technology partner with a focus on providing solutions. By using a consultative approach to evaluate your business and technology needs, we can advise on the best solutions for your current and future needs.

New at INNOVATIVE **ISF Video Calibration-** www.purelyinnovative.com/calibration

History, Facts, and Why People are Doing It.

Televisions and all video display monitors should be calibrated to the same standard. Television production studios, live concerts, and Hollywood filmmakers all use televisions properly calibrated to 6500 degrees Kelvin. Your television will not be properly set up out of the box. Most TV's set up in retail display environment are far too bright in order to attract your attention. This may catch your eye at the store, but it will give you a much compromised picture at home. What you should have is the closest picture to the one they saw when your DVD was mastered or your favorite TV show was edited.

What difference will a calibration make?

A properly calibrated video system:

- Shows the most resolution and detail it is capable of producing
- Will more faithfully render the cinematographer's art
- Mimics the best film qualities and improves the rest
- Shows natural looking skin tones and all of the available colors
- Lasts 50% to 200% longer than the same unit at factory settings
- Is an essential element of a "Home Theater" or "Gaming System"
- Minimizes eye strain and viewer fatigue
- Is more enjoyable, life-like and fun to watch!

What is video calibration and what do calibrationists do?

ISF calibration is the correct alignment of certain variables in the playback device (the TV, video processor/projector or monitor) to match those same characteristics in the encode device (the NTSC or ATSC encoder and monitor at the source). A typical home theater adds additional variables of sources, cables, switches and environment to the mix of things to account for, what is now, a system alignment. The variables we look at are: White level, black level, saturation, hue, edge enhancement, color temperature, grayscale tracking and color decoder

To put it in audio terms, the LP record can only be played back correctly at 33 1/3 rpm! Any other playback speed is simply wrong, rather than an expression of preference.

output levels. All types of video technologies can benefit from proper calibration for best picture quality and enjoyment.

Television is an encode/decode system and like other systems of that type, proper alignment of various settings is critical to proper performance and viewer enjoyment.

What is ISF/Imaging Science Foundation?

An organization formed in 1994 to promulgate professional video standards into consumer video equipment and installations. The organization conducts calibration training seminars for video equipment dealers, manufacturers and the trade press, supports a network of special-

ized video calibrationists, holds industry seminars explaining standards and benefits and consults with leading equipment manufacturers on the design elements required to comply with professional video standards.

How did our TV get this way? *A brief history of how our TVs got the way they are and what you can do about it.*

In the beginning there was Black & White TV. Then color was added to Black & White and it was different on every single channel.

A well made black and white TV of the fifties could do a reasonable job of looking like B&W film. Color was an "addition" to the original system so that the millions of existing B&W TV's would still work. The NTSC system is a mathematical formula that contains the original high resolution B&W picture (shades of grey) and a low resolution color overlay and makes both pictures from Red, Green & Blue light. The key to a good color picture is to make a good black & white picture from red, green & blue.

This proved difficult for broadcasters to do. Calibrating production monitors and cameras with the technology of the day was tedious and frequently needed as tubes drift with time and use. Many monitors were set "by eye" to save time. The resulting channel to channel variations made for Never Twice the Same Color complaints about NTSC. Thus, after years of B&W TV that looked like B&W film, the new color TVs did not mimic color film very well.

The Color of White

The NTSC and ATSC rules set the "color of white" (hence, grey) at D65 (or about 6500 Kelvin) - or slightly bluer than daylight film. Over time, TV manufacturers and retailers found that they sold a couple more sets if one was perceived as "brighter" than another. The ensuing "brightness wars" have brought us much bluer whites (50% to 400% above correct is common), and either compressed blacks or no blacks at all.

Will it last forever?

No, but then what does? Studio monitors are calibrated daily or weekly when used in critical viewing situations where consistency is paramount. Most consumer televisions will drift from correct settings over time but will typically "hold their own" for 12-24 months. The variables are the specific chassis, amount of use and number of on/off cycles. ISF recommends annual calibration for optimum performance, life span (the unit's) and viewing pleasure (yours).

Is it worth it?

- Calibration includes *analysis of your components*, types of wiring, power-purification, ambient lighting conditions, screen size, viewing distance, room acoustics.

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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
- Security Systems - Access Control, Wired and Wireless, Security Cameras, Monitoring and Remote Connectivity
- Customer Tracking and Accounting Software Solutions
- AltiGen Phone Systems - VOIP, SIP, Fax Servers, Computer Integration and Line Analysis
- DirectTV - Delivering the best HD channels - and more of them than anyone.
- QuickBooks Certified
- Verizon Authorized Dealer - Save on Business Plans

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Video Calibration Continued from Page 1 ...

- Most displays use Red, Green, and Blue light, which must be carefully balanced in order to *produce a realistic image.*
- *Satellite and cable* usually have variable signal and *each needs its own calibration.*
- Speakers will sound noticeably different depending on their exact location in your home theater.
- HDTV, DVD and video games look and sound better because video and audio *standards are carefully followed.*
- Calibration *maximizes your investment and improves technical performance* to faithfully recreate the intentions of the producer or director.
- Only after a full calibration will you *truly appreciate your investment* in home theater!

Innovative offers ISF Video Calibration Classes to show you what calibration is and how we do it. For a schedule of our classes, please contact Mark at mjohnson@purelyinnovative.com.

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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.