

## Don't Trust A Lemon



That's probably a good motto for life in general. Whether you're talking about cars, jobs, computers, or IT companies.

However, I can't tell you how many times we drive up to a business, the staff parking lot full of \$60,000+ cars & trucks...then when we walk in the door, they're trying to work on computers that went out with the first Trudeau.

Or, the flipside of that—a business calls us because they have an emergency and can't get a hold of their IT company (or get them to show up). We learn later, that this is a frequent occurrence, and their computer system has never run up to standard. BUT they don't want to fire their IT company.

I don't know if it's fear of change, or whether these businesses trust the evil they know more than they do the unknown. We get it. It's a huge change, whether you're changing IT companies, or a single computer.



Consider, for a moment, how you were able to afford that \$50,000 vehicle. Your business. And the tool most used in day-to-day business? You guessed it—your computer.

Now, consider how much information is on your computer—information about accounting, financial, products, drafting, clients, suppliers, not to mention files, emails, photos. Now, think of what would happen if you lost everything on your computer. The lost work, productivity, not to mention any legal troubles if your computer (or operating system) had security issues.

Ask yourself, what model of car would your computer, or IT company, be compared to? A Mercedes? Or 1975 Gremlin? Would you trust that car to transport your loved ones? Then why do you trust it to hold the lifeblood of your business?

Isn't ensuring the security of your company worth a little change?

**Think about it...**



### Google Self-Driving Car Crashes Into Bus



One of Google's self-driving cars made headlines earlier this year, after it ran into a bus while navigating traffic in Mountain View, California.

It sounds a lot more dramatic than the actual crash. In fact, the full video of the incident that was obtained by the Associated Press and published on [Live Leak](http://LiveLeak), is very anti-climactic. The car does crash. But very, very slowly.

Warning: This video can be watched by both your grandmother and your 2-year old. It is not graphic whatsoever. In fact, it's kinda boring.

According to the accident report, the Google car, a 2012 Lexus RX450h, expected the bus to yield as the car navigated around some sandbags surrounding a manhole in its path. Apparently, its program didn't factor in that buses yield to no one. EVER!

Google states they have updated the software in their self-driving cars to account for similar situations.



## You wouldn't drive a lemon...



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financial and  
customer information  
to one?**



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### Say Goodbye to the 'Most Interesting Man in the World'

Jonathan Goldsmith, the actor from the iconic [Dos Equis](#) ad campaign made his final appearance in a commercial that debuted in March. Goldsmith, now 77, has been the 'Most Interesting Man in the World' since the Dos Equis ad campaign launched in 2006.

The brand's new sponsorship of the College Football Playoff, a multi-year deal, will begin in fall and is rumored to become a major part of the ad campaign. According to [AdAge](#), executives from Heineken, Dos Equis' parent company, we can expect the new ad campaign to be more contemporary, since the current campaign doesn't fit well in the context of football.

Goldsmith's final commercial includes a large procession, comprised of characters from his previous commercials, which bids the Most Interesting Man in the World farewell as he boards a rocket ship on a one-way trip to Mars. The campaign's familiar voiceover states "His only regret, is not knowing what regret feels like", before Goldsmith states his now-familiar (and often imitated) catchphrase for the last time..."stay thirsty, my friends".

While the familiar actor will be heading to Mars, the campaign will continue, however it will include a new actor to take over Goldsmith's role.

No report whether Goldsmith is crying in his beer.



THE MOST  
DANGEROUS  
WRITING APP

### Writer's Block Gone Wild!

If you've ever had to write a report, a memo, even an email, you know that writer's block can be extremely annoying.

However, this new writing app might not be the solution you're looking for.

[The Most Dangerous Writing App](#), a new web tool designed to help you get over your writer's block will help you...or destroy you in the process.

There are many online site with tips and tricks, all aiming to rid you of your writer's block. One of the most commonly prescribed advice is, just write. Sometimes it's easier said than done.

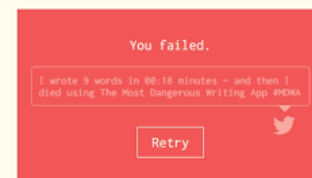
***"DON'T STOP. If you stop typing for more than five seconds, all progress will be lost."***

Those are the on-screen directions for a new app designed to overcome writer's block. The app is the baby of Manuel Ebert, founding partner of Summer.ai, a small data consultancy agency. Ebert (supposedly in an effort to cure his own writer's block) made The Most Dangerous Writing App on his own time, and released it for free.

Ebert's app works on the principle that to get over writer's block you just have to write.

Don't worry about technique, topic, or even ego. Just write. In order to support you in your endeavor to "just write", this sadistic writing app forces you to keep writing. You can choose a 'session' of 5 to 60 minutes. If you stop, even for a second, the edges of the screen turn red. The longer the pause, the redder the edges get. After a whole 5 seconds of inactivity, your progress is erased. Forever.

Does it work? You're reading this, aren't you?





### IBM Wants to Make Seizures a Thing of the Past

IBM researcher Stefan Harrer is running an artificial software brain, on top of an artificial hardware brain, in order to analyze a real-life brain.

Harrer and his colleagues at [IBM's Australian research lab](#) envision merging the three brains together, so that the 2 artificial ones can augment the real brain. Together with neurologists at the University of Melbourne, they are developing a computer system that can analyze your brain waves in an effort to predict epileptic seizures.

Harrer and his team are running this neural network on an experimental IBM chip called [TrueNorth](#), which is built in the image of the human brain. TrueNorth, because it uses a similar architecture, is adept at running neural networks. The chip uses very little power, and Harrer's team hopes to one day use the chip to child a wearable device that, with a brain implant, monitors for seizures around the clock and notifies the patient before they happen.

Currently it's difficult for today's machines to automatically predict seizures on the fly, because they aren't using the latest in AI. There is an application using machine learning here. That's the easy part. The hard part is trying to predict the probability of a seizure well ahead of time. That is what Harrer's team is aiming for.



### The World on Demand

In a world that is very much focused on instant gratification, startups have popped up that deliver everything from personalized toilet paper, to sexy man servants, to medical marijuana. Check out some of the more notable:

1. Checkr: Launched in 2014. Does background checks for on-demand companies for between \$15 and \$40
2. PaintZen: Launched in 2013. Delivers painters and painting supplies for between \$200 to \$500.
3. Shuddle: Launched in 2014. Rideshare service for families, catering to transporting everyone from kids to grandparents. Monthly membership available, estimate given when you schedule a ride.
4. Honor: Launched in 2015. Provides senior home care. Cost starts at \$20/hour, but depends on length and schedule.
5. Thirstie: Launched in 2014. Delivery of beer, wine and spirits. Delivery minimum range between \$10 and \$30.
6. Eaze: Launched 2014. Delivery of medical marijuana. \$25 order minimum.
7. Looie: Launched 2015. Delivery of a bathroom. Unlimited access for \$25/month.
8. ManServants, Inc.: Launched 2014. Delivery of handsome, chivalrous gentlemen as party entertainment or event staffing. Cost begins at \$125/hour.

