



Computer Network Solutions and Management Services

AxiNews

Inside AxiNews

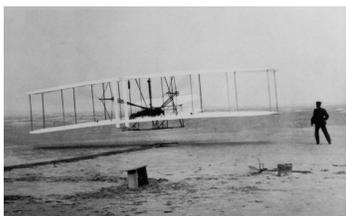
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Fun Facts

Did you know that...

- National Aviation Day is on August 19 in celebration of Orville Wright's birthday.
- The Wright brothers made their first flights near Kitty Hawk, NC on December 17, 1903.
- Hartsfield-Jackson Atlanta International Airport is the busiest airport in the world since 2000 per passenger count.
- Chuck Yeager was the first person to break the sound barrier on October 14, 1947.
- Dallas to Sydney, Australia on Qantas A380 is the world's longest flight by distance.
- Thailand's Suvarnabhumi International Airport has the world's tallest air traffic control tower.
- In 1911, Harriet Quimby became the first licensed woman pilot in the U.S.
- Airplanes are designed to withstand lightning strikes.



Facebook Tools for Small Business

Facebook is like a Swiss Army knife, practical and featureful. But did you know that Facebook has hundreds of built-in marketing features that 1.8 billion users worldwide are mostly oblivious to? With that in mind, here are four Facebook features you can use to boost your SMB's social marketing efforts:

Audience Insights Tool

This free tool is designed to help businesses learn more about their target audience. Audience Insights takes the guesswork out of identifying your customers by providing data such as geography, purchasing patterns, and even the Facebook pages they like. You can also use your existing customer database, Facebook page, or email list to learn more about your clients. Audience Insights help save a lot of time and money by determining whom you should advertise to.

Facebook Product Shops

This allows you to sell your products directly from your Facebook page. After following these instructions, you can set up your product shop in just a few clicks. You can

choose whether you want buyers to purchase directly on Facebook or whether you want buyers to complete checkout on your website. Consider running ads using the data gathered from the Audience Insights tool to target ideal customers and increase sales.

New Facebook Ads

Facebook's advertising platform offers endless combinations to create the perfect ad. It features numerous placement options that go beyond the traditional newsfeed. There are two new ad destinations that could help you reach new audiences:

Facebook Messenger ads - deliver a highly personalized experience by providing an opportunity for you to chat with prospective customers. You can answer questions or schedule appointments from the Messenger app.

In-stream video ads - despite being relatively new, this prime advertising space allows

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Net Neutrality

In recent months Net Neutrality has become a hot topic as the FCC is currently moving toward a position of removing Net Neutrality.

Net Neutrality Defined

Essentially, Net Neutrality is the idea that prohibits any internet service providers like AT&T, Comcast, and Verizon from speeding

up, slowing down or blocking any content, applications or websites you want to use. Net Neutrality is the way the Internet is currently in use. It allows for and protects free speech. It means ISPs cannot block or discriminate against any applications or content. In other words, ISPs would not be able to interfere with content in any way, shape or form.

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Facebook Tools (cont.)

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businesses to deliver 5-15 second mid-roll video ads within live and non-live videos on Facebook.

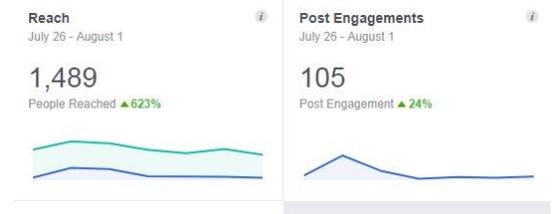
Facebook Live Marketing

Due to its rising popularity, businesses are looking for ways to incorporate Facebook Live into their social media marketing strategies. Here are a couple of tips to optimize Facebook Live usage:

Livestream pre-scheduling - this tool creates and pre-schedules Facebook Live streams, thereby boosting anticipation for your videos and prompting viewers to mark their calendars if they want to tune in.

Merge it with your Product Shop - this feature can

be used on your Facebook page only if you've set up your Product Shop. When you mention your products in a livestream, you'll be able to tag your products in the video, allowing viewers to access your Product Shop directly from the video. In order to surpass your competitors, you'll need to not only establish a strong online presence but also know how to leverage Facebook to your business's advantage. Reprinted with permission from TechAdvisory.com.



Net Neutrality (cont.)

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What Would Happen Without Net Neutrality?

Without Net Neutrality, the Internet would no longer be "open". ISPs and cable providers would be able to call the shots and decide which websites, content and applications would be allowed. They could establish different speeds and charge different rates. It would be discriminatory.

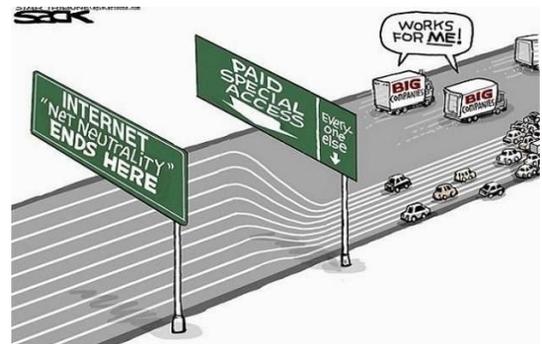
Who Favors Net Neutrality?

Consumers and small businesses almost universally support Net Neutrality as it maintains the current system of an open Internet.

Current Political Decisions and Protests

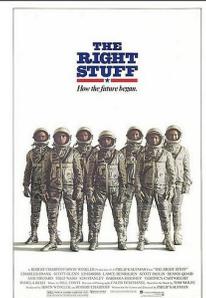
The FCC (Federal Communications Commission) is currently in the process of removing Net Neutrality. On July 12, there was a Day of Action

heavily supported by tech companies to maintain the current Net Neutrality laws. Amazon, Google and Microsoft are all companies that favor maintaining Net Neutrality. And the Electronic Frontier Foundation also favors Net Neutrality. From the perspective of technology companies, an open Internet allows for innovation and creativity with access by all.



Great Aviation Movies and Books

Non-Fiction Books: *The Right Stuff* by Tom Wolfe, *I Could Never Be So Lucky* by James Doolittle, *Yeager: An Autobiography* by Chuck Yeager, *The Wild Blue* by Stephen Ambrose; **Fiction Books:** *Flight of the Intruder* by Stephen Coonts, *The Shepherd* by Frederick Forsyth; **Movies:** *Top Gun*, *The Aviator*, *Twelve O'Clock High*, *Memphis Belle*, *The Great Waldo Pepper*, *Airplane!*



Beware: Nyetya is Worse than WannaCry

The cyber community hasn't fully recovered from the WannaCry ransomware attacks, which struck businesses and organizations in May. Now, a Petya ransomware variant named Nyetya is poised to join its ranks as one of the worst cyber attacks in history. Like WannaCry, its attackers exploited unpatched Microsoft vulnerabilities and demanded a \$300 ransom in Bitcoins. But there are key differences between the two that are worth taking a look.

Worse than WannaCry

Nyetya is deemed worse than WannaCry mainly because it spreads laterally, meaning it targets computers within networks and affects even systems that have been patched. Because it also spreads internally, it needs to infect only one device to affect several others within a single network.

Cyber researchers trace its origins to a tax accounting software called MEDoc, which infected 12,500 systems in Ukraine. Since the initial infections in June, it has spread to thousands of networks in 64 countries. And although it hasn't spread as fast as WannaCry, it might have a wider reach soon because it uses three attack pathways to infect a system. It hasn't made as much money as WannaCry, which is why cyber researchers are concluding that the attacks are not economically motivated.

Don't pay the ransom

Cyber security firms and researchers strongly recommend affected businesses to avoid paying the ransom. According to them, paying the ransom would be a waste since the infected user won't be able to receive a decryption key to unlock their files or systems. This is because the email provider has blocked the email address on the ransomware message.

Although it operates like a ransomware -- locking hard drives and files and demands a \$300 ransom in Bitcoins -- it functions more as a wiperware that aims to permanently wipe out data and/or destroy systems. So far, it has affected big-name multinationals in various industries, including Merck, Mondelez International, and AP Moller-Maersk, among others.

Perform backups and update outdated security patches

The only way businesses can be protected is by performing backups and staying on top of patch updates.

It's safe to say that in case of a Nyetya attack, there's no chance of getting back your data. In such a scenario, you would have only your backup files -- whether on an external storage or in the cloud -- to fall back on. But backing up is not enough; you should also ensure that your backups are working, which you can do by testing them regularly. Given the nature of Nyetya, you should also make sure that your backups are stored off-site and disconnected from your network.

Like its predecessor, Nyetya exploited vulnerabilities in unpatched Microsoft-run computers. As a business owner, make it a part of your cyber security routine to update your systems with the latest security patches, or risk having your files or systems permanently corrupted.

As a business owner whose operations' lifeline depends on critical files, your backups are your insurance. If your systems' network security needs another layer of protection, get in touch with us today.

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Live Air Traffic

Have a hankering to listen to live ATC aviation audio feeds? Then go to www.liveatc.net and you can listen to the feeds via your computer or on our mobile device by downloading the app. Feeds are available based on volunteers who live within listening range of an airport and have an airband-capable (VHF 118-136 Mhz) receiver.



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Inquiring Minds...

The Paris Air Show

Claiming to be the world's calendar-oldest air show, the Paris Air Show was established in 1909 and held every odd year since 1949. The show is organized by the French aerospace industry's primary representative



Dassault Falcon 8X, Paris Air Show 2017

body. Its main purpose is to display military and civilian aircraft to potential customers. It begins with four professional days and then opens to the public on Friday,

Saturday and Sunday. Most major manufacturers participate and attend the show.

Aviation Museums

There are a plethora of aviation museums throughout the United States which reflect the American passion about flying and the practical side of living in a country of a rather vast size. Among the best are the Smithsonian **National Air and Space Museum** (Washington D.C.), the **Pima Air and Space Museum** (Tucson, AZ) which is one of the biggest in the United States, the **United States Army Aviation Museum** (Fort Rucker, AL) which has one of the best collections of helicopters in the world, the **San Diego Air and Space Museum** which houses historically significant exhibitions, and the **Military Aviation Museum** (Virginia Beach, VA) which has a wide array of events, activities, exhibits and personal rides.

A mile of highway will take
you a mile. A mile of runway
will take you anywhere!
- Author Unknown



San Diego Air and Space Museum