



From Behind the Service Counter

I was relaxing at home watching TV and was suddenly faced with a commercial featuring a young man claiming to be a knowledgeable computer technician. From behind his beautiful smile he proceeded to flaunt the virtues of a piece of hardware that he claimed was the cure-all for the plague, world strife, global warming and of course, computer viruses, malware and other nasty things that attack your machine and kill performance.

And after the announcer doubled the offer if I called in the next 10 minutes and finally, in that low monotone voice encouraged me to “call today!” well that really sealed the deal for me.

This stuff drives me crazy. Firstly because there is no cure-all and quite often these “boot-from-me” things which logic dictates will adjust your system without any knowledge or concern about what is on your computer, quite often make more of a mess than they purport to resolve, and secondly, because these charlatans have enough money to advertise on TV. And to those who blindly believe what cutie-pie is pushing is real, I can only shake my head and wait to see them and their tale of woe at our Service Counter.

And it doesn't stop there... Google, the table of contents for the universe always features paid ads at the very top of whatever page they're displaying. That's how they earn a living. But the ads are not only somewhat related to your search but, because they're paid for privately, quite often portray themselves to be something they're not.

I hope you've got a huge cynicism alarm that pounds in your head because care is required when sorting through the Google jungle.

The easiest example is the pursuit of a software driver to help your video card function at optimum. Google the model number of your card and add the word “drivers”. Up pops every possible option including “driverworld”, “freedriver”, “driverlib”, “driverdetective”, “oemdrive” and all other kinds of derivatives. Some look very legitimate and easily bait you into clicking the link. Oops.

We tell our customers that the antivirus that we sell, NOD32 is great but if you really try to get infected, it's possible. The above selection of an off the beaten path driver site could be considered “really trying”.

Doubt, question, research, distrust, hesitate, suspect, have misgivings, or just plain don't believe! Unless the download is coming specifically from the manufacturer, chances are its not real or its infected. How do we know? 'cause we fix 'em!

If you must, bring in your system and we'll really get the bugs out. But hopefully you'll resist the temptation and stay safe.

Happy computing!

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