



## Special points of interest:

- Steve Jobs

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October 2011

## Steve Jobs (1955-2011)

Steve Jobs  
1955-2011



October, 5, 2011, will always be remembered as the day “Apple [had] lost a visionary and creative genius, and the world [had] lost an amazing human being” (Apple.com). Steve Jobs transformed the technology world into what it is today and has raised the bar on consumer expectations. He revolutionized the way people use technology with the iPod, iPad, iPhone, Macintosh computers, and changed the music industry forever with the invention of the iTunes Music Store.

Some will argue that his impact may have been on par with Henry Ford and Walt Disney. “Steve’s brilliance, passion and energy were the source of countless innovations that enrich and improve all of our lives,” Apple said in a statement. “The world is immeasurably better because of Steve.” (CNN.com) Fortune magazine did a piece titled, “10 ways Steve Jobs changed the world.” At the top of the list was Apple Inc. Here is what they had to say:

“Ultimately, Jobs’ biggest contribution isn’t just a smartphone, a tablet or an operating system, but Apple itself, a 12,000-strong organization that was once on the brink of irrelevance. Since his return to the company in 1997, Jobs has rebuilt it into the most valuable technology company in the world, surpassing other heavyweights like Microsoft or HP. It may indeed be the greatest turnaround in business history.

Nothing better exemplifies that in design or scale than Apple’s upcoming new headquarters, a 2.8-million square foot campus that will house 300,000 square feet of research facilities, a 1,000-seat auditorium, a power plant and underground parking. “I think we do have a

shot at building the best office building in the world,” Jobs said, who arguably wouldn’t settle for anything but the best where any area of his company was concerned.”

A few words of wisdom from the man who will always be missed but never forgotten (2005 Stanford Convocation Address):

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do”... “If you haven’t found it yet, keep looking.



## A New Age of Thermostats has Arrived



Mercury  
Thermostat



Digital  
Thermostat



Nest



**“Is it a personal assistant, weather person, navigator, comedian, etc.? To put it simply, she is all of the above!”**

Remember the days of the mercury thermostat and the slight inaccuracy it had in determining room temperatures. Then in an effort to better heat and cool a structure, companies developed a digital thermostat, some of which can be programmed for different temperatures throughout the day as a way to save the consumer money on heating and cooling bills. Now, modern technology along with one of the minds behind the iPod, brings you “Nest.”

“Nest” is the first thermostat that learns from you. It uses a combination of sensors and algorithms

### Do you know Siri?

Since the iPhone 4S was unveiled in early October, tech enthusiasts cannot stop talking about, what some might call their next “girlfriend,” Siri. But what is it exactly? Is it a personal assistant, weather person, navigator, comedian, etc.? To put it simply, she is all of the above! Do you want to send an email or text message to someone, but don’t want to type it? No worries! Siri will type what you speak into the phone and according to those who have used it so far, it is very accurate. Siri will even rearrange your meetings when you tell it to. We have all seen the commercials by Apple depicting the different questions Siri will answer, such as “what is the whether like in Fairview,

to help understand the environment around it. For example it’s activity “sensors have a 150° wide-angle view so Nest knows when to set itself to Auto-Away”... This means that “about two hours after you’ve left the house, Nest will sense you’ve gone and adjust the temperature to avoid heating or cooling the house while it’s empty.”

According to their website, “three temperature sensors track your home’s heating and cooling. A one-degree difference can reduce energy use up to 5%, so precision is important.” Perhaps one of the nicest features about

Nest is that it “uses its Wi-Fi connection to keep an eye on current weather conditions and forecasts so it can understand how the outside temperature affects your energy use.” Also, the Wi-Fi connection allows users to monitor and change their thermostat temperature through their computer or smartphone.

Based upon an average annual energy bill of \$2,200, users will save an average of \$173 per year. The Nest will sell for \$249.00 beginning in November. For more information, visit [www.nest.com](http://www.nest.com).



TX?” or “Will I need an umbrella today?” but what Apple did not tell you is that Siri can answer just about any question you ask. Here are a few examples: Question: “How much wood would a woodchuck chuck if a woodchuck could chuck wood?” Answer 1: “A woodchuck would chuck as much as a woodchuck could chuck if a woodchuck

could chuck wood.”

Answer 2: “It depends on whether you are talking about African or European woodchucks.”

Answer 3: “42 cords of wood, to be exact. Everyone knows that.”

Command: “Tell me a joke.” Response: “I can’t. I always for get the punch line.”

So there you have it, Siri. If she is not able to help you with what you want, at least you will get a good laugh out of it. At the current time Siri can be found on Apple’s iPhone 4S (now carried by major cell phone companies AT&T, Sprint, and Verizon) For more information go to [www.apple.com/iphone/features/siri](http://www.apple.com/iphone/features/siri).

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**Keeping it Country**



### Town of Fairview Technological Goals

- Provide residents with the best possible infrastructure, consistent with the Town's Comprehensive Plan.
- Serve the needs of the Town Council with recommendations, analysis and information.
- Listen to, and share with residents technology questions, issues, and opportunities.
- Work with existing and new service providers to meet the needs of our residents and businesses.
- Promote free choice and open competition.

We're on the web! Check us out! [www.fairviewtexas.org](http://www.fairviewtexas.org)



EvoLucia LED Streetlights on Fairview Parkway