



# Town of Fairview Technology Newsletter

July 2013

## Keep Your “i”s out for iOS7



**Coming soon to an iPhone near you: Apple’s iOS7 operating system update!**

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Initially released in 2007, Apple’s iOS operating system spans the iPhone, iPad, and iPod Touch. Over the years, the company has continually fine-tuned and improved iOS to include features such as: the release of the ever-popular App Store (iOS2), copy and paste (iOS3), and everyone’s favorite pocket-helper Siri (iOS6). Yet while the list of features for the operating system has improved, the look and feel of the software has remained relatively constant. iOS7, however, seeks to change that.

The new operating system will sport an overhauled aesthetic with brighter colors, less screen clutter, and the use of translucency throughout its programs and animations to create a sense of depth. For Apple, the primary goal with iOS’s new look seems to be presenting users with “just enough” on-screen information so that they can enjoy their phone experiences without getting visually overloaded. According to the company’s website, the new operating system is “purposefully unobtrusive” and strips away

design elements that do not add to the value of a user’s phone content.

Other new features include the redesigned Control Center, which will make it much easier and more intuitive to do things like turn Wi-Fi on or off and adjust your screen’s brightness, “smart” multitasking that can open apps and prepare information for you depending on what time of day you usually use them, and iTunes Radio, which is Apple’s streaming internet radio answer to similar popular services such as Pandora.

It remains to be seen whether these changes will be well-received, polarizing to Apple’s user base, or somewhere in between. One need only look at iOS6’s Apple Maps and some of the initially negative feedback it received, for example, to see that not all change is welcomed. Apple is willing to bet, however, that users will enjoy the company’s newest and most colorful iteration of the iOS operating system. We shall find out in a few months. iOS7 is scheduled for release in Fall 2013.

### Phone Operating Systems by the Numbers

Though the iPhone and its iOS operating system helped kickstart the smart phone revolution worldwide, it is by no means the only choice out there for consumers. The following is a list of the major smart phone operating systems and their respective market shares in the United States, courtesy of Kantar Worldpanel ComTech USA:

1. Android (Google’s operating system): 51.7%
2. iOS (Apple’s operating system): 41.4%
3. Windows Phone: 5.6%

## Facebook's New Graph Search Improves Social Connectivity

Social media giant Facebook has developed a ubiquitous presence in society during the nine years since its inception. Growing from around 1 million users at the end of 2004 to over 1 billion users by 2013, the company has truly transcended its status as a website and become a part of everyday life. While this growth is great for the company, having such a large number of users can make it difficult for these users to seek out new, meaningful connections with other people, places, products, music, et cetera. Enter Facebook's newest tool and answer to this problem: Graph Search.

Graph Search, which was officially released on Monday, July 8th and which will roll out to Facebook users during the coming weeks, allows users to conduct advanced searches within Facebook's search tool bar in order to discover new people, places, products, music, et cetera. Users can search Facebook's database using specific phrases such as, "People who like Cycling in Fairview, Texas" or "Restaurants in Dallas that my friends have been to" in order to return search results that get right to the point. The search technology uses parameters such as your surrounding area, your friends, and all of the band/food/music/etc. pages that you and your friends have "liked" in order to make navigating your social media life and discovering new people to meet and things to do in your surrounding area a little easier.

With this newfound easy access to information, the media giant has understandably had to respond to privacy concerns among its users. Notably, Graph Search only returns content which has been allowed to the user. If your photograph settings are currently set so that only you and your friends can view photos in which you are tagged, for example, then only you and your friends would be able to return these photos in a Graph Search. That being said, users should still remain wary of their privacy settings in order to keep their photographs and information away from unwanted eyes.

Facebook has truly boomed over the last decade and expanded its user base to nearly one-seventh of the population of the entire world. Graph Search helps transform this vast user base into a search tool for making connections. When used properly and safely, it could prove to be quite useful.

### Keep Your Facebook Profile Secure!

Facebook's Graph Search has advanced searching capabilities that have the potential to be very useful. With this increased internet visibility, however, it is a good idea to beef up your online security to keep your public information and photos secure. The following is a set of instructions from Huffington Post to help you keep your information private:

1. Head to your Facebook homepage and click the little padlock in the upper right hand corner of your screen.
2. In the drop-down menu, click "Who can see my stuff?" Under this menu, you can view your profile as it would be seen by different people (your best friend, your coworker, etc.)
3. Under this same menu, click "Use Activity Log". From this activity log, you can control who can see photos in which you are tagged, who can see things you have "liked", who can see what comments you have made on Facebook, etc.

Even after taking these security measures, it is important to remember that it will become harder and harder to keep your information private as internet-based services continue to expand in use. Please remember to keep information such as bank account and social security numbers private and off of programs such as Facebook.

## An Eye Toward the Future

With the increasing presence of social media in our lives and with the release of futuristic technologies such as Google's new wearable eyeglass computer system Google Glass, it is important for consumers to stay technologically informed in order to keep abreast with the changes in the technology marketplace and their effects on society. The following four technology trends are adapted from Forbes.com and give us some insight into how things will be changing in the upcoming years:

1. **"No touch" interfaces such as Microsoft's Kinect and Google Glass will increase in production and popularity. These technologies are driven by the idea that computers should adapt to our lives, as opposed to us adapting to them.**
2. **The delivery of electronic entertainment and media is trending toward subscription-based internet services such as Netflix and Hulu. Netflix's recent original television show "House of Cards" is instructive of how television programs will become offered more and more through these services and not through conventional Cable Television packages.**
3. **The technology within our homesteads, automobiles, etc. will continue to become more interactive with our smart phones and other such mobile technology. The result will be a world in which computing will become a more natural way of interacting with our environment.**
4. **Language-recognition computer interfaces will continue to improve and will become much better at handling conversational language and tones. The result will tie into the increased use of hands-off use of technology described in number one and, much to the relief of us all, will decrease the time spent dealing with that less than effective computer helping us on the other end of the line when we call customer support!**

## Shake Those Wired Blues with Safe and Fun Bluetooth Technology

Do you ever feel like all of your technological gizmos and gadgets have you drowning in a sea of wires? Do you feel unsafe calling your friends and family and fumbling around on your beloved smart phone whilst driving? If you are anything like the average American, then your answer is likely yes. Thankfully, Bluetooth technology has you covered!

Engineered by Swedish company Ericsson in 1994, Bluetooth technology exchanges data over short distances using radio transmissions. The technology operates within one's "Personal Area Network" (generally a distance up to 164 feet) to transmit data between all manners of devices. These days, the technology is managed by the Bluetooth Special Interest Group, which is a group of representatives from various major electronic and mobile companies dedicated to ensuring that Bluetooth technology is widely distributed across an array of modern devices in order to make these devices more convenient, fun, and safe.



In practice, Bluetooth is used in a wide variety of products and markets. First and foremost, Bluetooth has become rather prominent in the smart phone market. These phones, which market analysts predict will reach global sales of two billion units by the year 2018, have absolutely boomed in popularity over the last few years and are nearly all equipped with Bluetooth technology. Said technology allows for the wireless transmitting of phone calls over speakers, the transmitting of wireless odometer and heart rate monitor data to one's phone, and much more. Bluetooth is also prevalent in many modern computers and laptops which, when used in conjunction with Bluetooth-ready wireless mice, keyboards, and speakers, reduce much desktop clutter and improve productivity and cleanliness.

The name "Bluetooth" comes from the 10th century Danish King Harald Blatand ("Harold Bluetooth" in English) who helped united warring factions in parts of what are now Norway, Sweden, and Denmark.

An especially safe and useful application of this technology which truly deserves your time to set up properly is the combination of using your Bluetooth-ready smart phone with your Bluetooth-ready car. The automotive industry is a steadily growing market for Bluetooth technology, and Bluetooth enabled hands-free calling systems are now included as standard equipment on millions of new cars and trucks

each year. In fact, all of the world's 12 major car manufacturers offer Bluetooth hands-free calling systems in at least one of their vehicles. Bluetooth technology allows for your car and smart phone to "speak" to one another and allows for your phone calls, digital music, and other media from your phone to be played through your car speakers, wire-free. When used alongside phone and volume control buttons on a car's steering wheel and spoken phone commands via a built in car microphone, this technology allows for phone-related multitasking to become *much* safer. Take my morning commute to Fairview, for example:

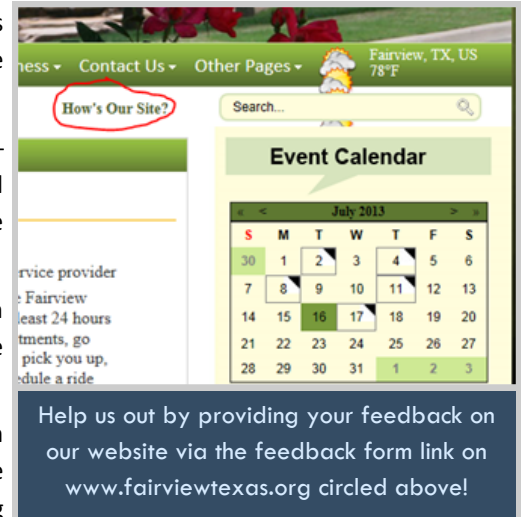
1. After listening to about twenty minutes of Sports Radio 1310 The Ticket, I decide in a moment of gloom that I no longer want to listen to the Mavericks' failed attempt at acquiring Dwight Howard and that I would rather listen to my personal music collection stored on my smart phone. So I do just that.
2. Then, while listening to my music, my brother calls me to discuss the happenings at our respective jobs and to catch up.
3. After that, I remember that I need to send a text message to some of my friends reminding them of our dinner plans later that evening and do so via voice recognition capabilities in my phone.
4. The great and safe thing about parts 1,2, and 3 of my morning commute is that they were all accomplished via the Bluetooth connection between my smart phone and car and allowed me to keep two hands on the steering wheel and two eyes on the road the entire time.

From decreasing desktop clutter to increasing car safety, Bluetooth is a technology that has truly improved our way of life and will continue to do so in the future as further advances with the technology are made. So go ahead and check your electronic devices and car today to see if they are equipped with Bluetooth. Chances are, they just might be. If so, take some time with your user and owner manuals to properly set this technology up. Your productivity and general wellbeing will thank you!

## Fairview's Website Improvements

The Town of Fairview is committed to bringing its current and prospective citizens and businesses the best and most functional website experience possible. As such, we have made some changes and added capacity to [www.fairviewtexas.org](http://www.fairviewtexas.org). As the town continues to build on its website in the upcoming months, here are some new additions that might interest you:

1. We have added a feedback form on the home page. Please click on "How's our Site?" in order to help us improve the website by adding your valuable feedback.
2. On our "Meetings, Minutes, Agendas" page under the "Government" drop-down menu on our home page, we have added all of the Town Council meeting minutes dating back to 2010. Scroll down on the page to find these archived minutes.
3. We have added a repository for documents related to town functions such as engineering, fire, community events. You can find these under the "Documents" picture at the top right corner of our home page.
4. We're adding online forms! Check out our first one, which is a special watch form used to provide citizens with extra safety. You can find this form on the home page by hovering over the "Other Pages" drop-down menu, scrolling down within this menu to "Forms", and then by clicking the Special Watch Form box that slides out horizontally.
5. Don't forget to sign up for Town Hall News! By signing up, you will have the Town Hall Monthly Newsletter emailed to your inbox. To sign up, hover over the "Other Pages" drop-down menu on the home page and then click on "Email Sign Up". From here, you can choose which of the town's newsletters and agendas you will receive at the email address specified by you, including the town's Monthly Newsletter, Environmental Newsletter, Town Council Agenda, etc. You can also read the Town Hall Monthly Newsletter from our website by hovering over the "Community" drop-down menu and then clicking on the "Town Hall News" box.
6. Looking for information related to Animal Control and Health Inspection services within the town? Hover over the "Services" drop-down menu on the home page to find information on these and more!
7. Finally, don't hesitate to contact the town with your questions. By hovering over the "Contact Us" drop-down menu on the home page and then by clicking "Contact Us Home Page", you can find contact information for the town hall and the town's fire stations, as well as contact numbers for specific town departments.



## -- Feed your Wild Side --

Fairview's Wildlife Cam has switched from watching a hawk within the town to honing in on a longhorn. To access the feed of our large friend, go to [www.fairviewtexas.org](http://www.fairviewtexas.org) and look alongside the right side of the home page.





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“Keepin’ it Country” since 1958!

Town of Fairview

372 Town Place

Fairview, TX 75069

We’re on the web!

<http://www.fairviewtexas.org>

## Keep Your Technology Services Up to Date!

The work and entertainment opportunities of today require access to top-flight TV, Internet, and phone service. Thankfully, Fairview is serviced by a range of fantastic service providers. The list of TV, Internet, and Phone service providers below is taken from Fairview’s website.

Please note that not all of these service providers will support all Fairview neighborhoods. To determine if your neighborhood is supported, please call the service provider and ask.

Logo	Provider	Contact	Reviews	Cable TV	Internet	Phone
	<a href="#">Time Warner</a> (Villas in the Park only)	1-972-742-5892		✓	✓	✓
	<a href="#">Suddenlink Communications</a>	1-877-423-2743		✓	✓	✓
	<a href="#">Grande Communications</a>	1-877-238-6891		✓	✓	✓
	<a href="#">Clear Communications</a>	1-877-499-6681			✓	
	<a href="#">AT&amp;T</a>	1-800-288-2020		✓	✓	✓
	<a href="#">Rhino Communications</a>	1-888-920-0870		✓	✓	✓