



FEBRUARY 2008

ATTENTION CABLE CUSTOMERS

As a reminder for our cable television customers in Arapahoe, Elwood and Holbrook, we would like to draw your attention to some special channels and features that you may not have noticed. Channel 10 advertisers now have many options for the background, fonts and colors used for the ad pages. Current and potential advertisers can contact us for details and pricing information. Channel 51 is the channel dedicated to Arapahoe Public School programming and channel 52 is the channel dedicated to Elwood Public School programming. We have a guide channel (playing on both channel 64 and channel 99) that shows the current programming that is playing on each channel. In addition to the programming it shows current weather conditions including current temperature, expected highs and lows, wind speed and direction, and relative humidity. Be sure to check out these channels and see what you might be missing!!

UNSOLICITED TELEMARKETING & EMAIL: WHERE TO GO TO JUST SAY NO!

The Direct Marketing Association offers the Mail and Telephone Preference Services, which allow you to reduce for five years the amount of telemarketing and direct mail marketing you receive from many national companies . When you register with these services your name will be put on a "delete file" which is made available to direct-mail and telephone marketers. It can take 2-3 months to see a decrease in solicitations and organizations that aren't registered with the service will still be contacting you. You can write the service at: **Telephone Preference Service; PO Box 9014; Farmingdale, NY 11735-9014.**

You can also reduce the number of unsolicited commercial emails you receive by using the Direct Marketing Association's recently launched Email Preference Service. Just use the online form at www.e-mps.org to opt out of their emailing list. Your online request will remain effective for one year.

CONTACT INFORMATION

ATC COMMUNICATIONS
524 NEBRASKA AVE, PO BOX 300
ARAPAHOE, NE 68922

HOURS:
8:30 A.M.-5 P.M. M-F
(CENTRAL TIME)
888-565-5422

PHONE: (308) 962-7298
FAX: (308) 962-5373
www.atcjet.net

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*For More Information Call Toll Free Applied Communications
888-565-5422*



Tips for Buying a New Computer

Make more RAM (random access memory) your main priority with any PC

CPU speed and hard drive space are usually OK; memory is what's often skimpy on a new machine. All too often what is perceived by users as their computer being too slow is actually not the CPU speed but the amount of memory. When a computer has too little memory, it doesn't tell you, it just starts using part of the its hard drive space as a poor form of additional memory known as swap space or virtual memory. It's a clunky, slow way for a computer to run but it at least keeps things going. Much better is to give a computer the RAM it needs, 2GB at least if you want to run any of the latest operating systems with all their features.

Consider 3GB if you can afford it because there's almost no such thing as too much RAM and the sweet spot for RAM for most users is somewhere between 2GB and 4GB if they are running Windows Vista with all the bells & whistles enabled.

Take advantage of weekly store specials

Computers are largely commodities, so chase a low price point aggressively. There are new models of computers coming on the market every few weeks and frankly they often differ very little in any meaningful way. So take advantage of the fact that the retailer wants to move the "old stock" by cutting prices of the remaining units in inventory. They also have other incentives for offering special price cuts, like special promotions from the PC manufacturer. The bottom line: There is usually nothing "wrong" with a machine that is being blown out cheaply since computers are very mature and not subject to dramatic technology improvements month to month. Shop for price somewhere in the range of \$500 - \$750 and you could almost go to the store blindfolded and still make a good choice.

Don't get hung up on parts

Computers are largely made from the same components. Rather, shop for a brand that will have good customer support. Computers are often considered commodity products since they all use pretty much the same guts, with just a different case and brand name on the outside. Businesses have known this for years and buy whatever brand gives them the best price when they deploy thousands of machines across an enterprise.

So buy like the pros and don't get hung up on some concept that a certain brand of PC is necessarily faster or better built than another. Instead you might want to ask friends and other users online what kind of product support experience they have had with a given brand of computer. That's where PC brands can differ rather substantially. Check the warranty, support section of web site, and even call their toll free support number with a test question to see what the people are like on the other end.

For more information and the full version of this article go to <http://today.msnbc.msn.com/id/21382125>