



### Staff Info

Jason Hardy joined us this month as our in-house Technical Writer. He just graduated from Belmont with a degree in English, and he has been working with us part time for about two years. In his spare time, he likes to write music reviews, read, and pretend he knows something about baseball.



If you have a chance, check out our [nSite newsletter](#) for our web clients.



### Tech Tip

"Have you tried restarting your computer?" We almost hate asking this question because it sounds un-technical and almost too simple. But we estimate that around 20% of the time, restarting your computer will solve whatever problem you are facing. So if you want to save yourself the trouble of calling us, try restarting your computer first. If that doesn't fix the problem, we're always

Dear Friends,

With Apple's announcements of multiple new releases (including, of course, new iPhone models) and Palm's release of the Pre mobile device, June has been an exciting month in the world of technology. But really, the world of technology is ALWAYS exciting because new, advanced gadgets and applications are always popping up. And we get it--it's fun to keep track of the next best thing and almost impossible not to want to go out and buy it. If half the things the ads and rumor blogs say are true, these new developments will make our lives SO much easier, right?

Well, sort of. Yes, technology does make our lives easier--but (and here's the catch) only when all of its kinks are worked out and when we're sure it's the right fit for the way we do our work and live our lives. As you'll see in my review of the new Palm Pre below, brand new technology--while almost always fun to use--is not always ready to perform the tasks it needs to in every environment.

And that's why 3n1media's policy for implementing new technology isn't necessarily to jump on the bandwagon of buzz surrounding hot new items. We are quick to learn about new technology; we aggressively search for and try out new devices and applications that promise to serve our clients well. At the same time, we are deliberately cautious in encouraging our clients to adopt new technology. We have found that implementing new technology in an environment that is not ready for it can at the very least decrease productivity and at the worst cause a technological disaster.

It's important to remember, then, that even though the newest gadgets may seem to offer unprecedented possibilities, they may not always work better for you than your current devices. In other words, slow and steady still wins the race. The world of technology may seem to be moving at a breakneck speed, but that doesn't mean we have to keep up with it completely. Constant but cautious change, we have found, is the best method for users of technology to get the most out of the exciting possibilities our advancing world is offering us.

- Sean



### The Palm Pre

On Saturday, June 6, I stood in a line that was not as long as I had anticipated to be one of the first to purchase the Palm Pre, Palm's long-awaited answer to the iPhone. And after having it for about a week, I'd

here to help.



### The Imperfect Storm

Since the emergence of the iPhone, many manufactures have been attempting to create their own type of iPhone. So when BlackBerry first unveiled the Storm, it looked like the iPhone was going to meet its match. Unfortunately, like a projected winter storm in Middle Tennessee, it never lived up to the hype.

[Click here to read the rest of Kevin Hipp's review.](#)

say it's a nice, fun device that's great for the everyday consumer. The iPhone insured that the touch screen was the wave of the future, and Palm has fallen in line to deliver a touch-screen device that really is comparable to the iPhone.

I will say, however, that for business users--people who rely on seamless communication over several different media for their work--the Pre is not quite up to snuff--yet. It does integrate with Exchange overall, but not quite as well as the iPhone. Its security features are not quite there yet. Navigating through emails and using the copy and paste function are a bit cumbersome. And the highly-touted universal search function needs some improvement (right now, it really only works with the Internet, Google Maps, and your contacts).

Still, we have to remember that this is a first-generation device, meaning that it has been released into the world only able to function at about 80% of its potential. Over time, as its applications are updated, the Pre will mature into a very strong device. Let's not forget that the almighty iPhone had quite a few first-generation problems when it was first released--more than the Pre does now, in fact. It just had the luxury of being so far ahead of its time that no one really cared.

Overall, then, I'd say that I'm impressed with the Pre; Palm has delivered in a market that at least appears to be dominated by the Apple Empire (whether such is really the case is debatable). I'm just not quite ready to recommend it to business users. If you're looking for a cool new phone for personal use, though, I'd say go for it. The Apple Store is not the only place to go, after all.

[Click here](#) to read an in-depth review of the Palm Pre.

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