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Cloud Vision API – A smarter way for computer's to see

Google has released [Cloud Vision API](#) into the Beta phase. Cloud Vision API is a new tool designed to help computers 'see' more clearly and uses machine learning and REST API to classify images, detect objects, and comb through text.

Targeted at application developers, Vision can make sense of thousands of photos to provide people with powerful insight into their products or to help companies better manage their content.

For example, [Photofy](#), a social media photo tool for businesses, was chosen as a limited release user. The company [told](#) Information Week that Vision has been incredibly useful for flagging inappropriate and violent content—something they weren't able to do prior to introducing API into their application.

But like mentioned previously, Cloud Vision API isn't just useful for flagging inappropriate content. It can also be utilized to:

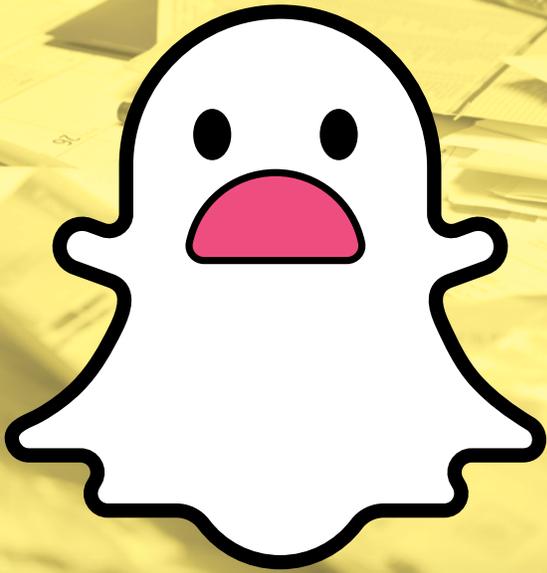
- Determine the emotions of people portrayed in an image – Happy, Sad, Angry

- Label objects and faces inside an image – Boat, Marathon, House
- Extract text from an image – Violence and Curse Words

AeroSense, a Sony subsidiary, is another company who has opted to [test](#) Vision, and they have integrated this new technology into their drones. On each flight, their drones take thousands of images, and Google's API finally gives AeroSense the opportunity to extract something meaningful from all these images.

Cloud Vision API is free to use if less than 1,000 images are processed in one month; however, if you choose to analyze more than 1,000 images, you will be charged per unit (1,000 images equals one unit). The price will vary depending on what you want to apply to your analysis – like Label Detection or Optical Character Recognition.

If you'd like to know more about the pricing options, visit <https://cloud.google.com/pricing>.



Derek Hatfield / Shutterstock.com

Snapchat fell for it. Will you?

If you think you're immune to phishing attacks, think again. During the last week of February, a [Snapchat](#) employee was duped by a malicious email. Even a company specializing in technology and smartphone applications can't help but comply with a hacker's request.

On the 26th of February, a Snapchat employee received a message claiming to be from the CEO of the company, Evan Spiegel. The email asked the employee to provide the payroll information of Snapchat employees. This information included W-2 forms, social security numbers, and benefits.

The LA Times [reported](#) that soon after the employee sent this information to the imposter, the Snapchat employee realized the request was illegitimate. After recognizing this, the staff member followed up with an email to the real CEO of Snapchat asking him to validate the email.

Luckily for Snapchat, this incident did not affect any users, but it can still entail a significant ding for the company's reputation, especially since they pride themselves in the security and privacy of their super short videos.

So what can we learn from this

phishing attack? Well, Snapchat hasn't released very many details as to what the message actually looked like, but what seems to be apparent is that the email address or contents of the email did not appear to be legitimate.

It was reported that the employee quickly realized there was something wrong with the request—within 15 minutes. This could potentially mean that if the employee had taken the time to analyze the contents and the overall look of the email, the attack might have been thwarted.

To examine the contents and look of a suspicious-looking email, here are a few questions to ask yourself:

- Why would this person need this information?
- Does the email come from their normal email address?
- Is this normally how things are handled?
- Is there a way to validate the request?

Asking these questions should take you less than two minutes, but it may prevent a phishing attack from playing out in your company. You should always take the time to properly analyze the contents of an email that requests sensitive company information.

Gadget of the Month: The Polaroid Cube

The Polaroid Cube is a miniature video camera that's perfect for any child, adventure seeker, or life enthusiast and is currently part of our Referral Program for the next month.

Capable of capturing up to 90 minutes of 124 degrees of action, the Polaroid Cube can be suctioned to a helmet, magnetized to a pair of skates, affixed to a bike, and even strapped onto a puppy. It's durable and shockproof, as well as water-resistant with the appropriate accessory.

This itty-bitsy video camera is designed for life on-the-go and can be purchased for a mere \$99. If you want your Cube to come with built-in Wi-Fi and connect to a mobile app, then you'll be set back another \$50.



polaroid.com

Video conferencing is the future of communication.

8 tips to get you ready.

76% of business decision makers use video conferencing and 56% of these influencers do so at least once per week, according to [research](#) compiled by [Polycom](#), a global leader in voice and video collaboration solutions.

It is said that within the next few years, video conferencing will transform into the most preferred method of business communication, above email, phone, and instant messaging. Because of this, it's safe to assume that at some point in the near future, you or someone in your business will be asked to participate in a video conference.

Whether this plays out with a partner, client, or coworker, it's important that you know the proper etiquette of video

conferencing. Here are a few dos and don'ts for you.

1. Close the office door to prevent interruptions. Consider hanging a sign on the door that says, "Video conference in session."
2. Turn off any music and distracting noises like fans, phones, and computer notifications.
3. Keep your background and attire as simple as possible to ensure the focus is on you and you alone.
4. Minimize pacing and hand gestures.
5. Put your phone away, stay off unnecessary websites, and try to avoid working on other projects.
6. Never have a side conversation with another person – whether they're part of the meeting or not.
7. Speak clearly and position yourself close to the microphone. Remember to speak up but never shout.
8. Always look at the person on the other end of the camera and make sure they know you're paying attention.



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pomodorotechnique.com

A simplified look at the Pomodoro Technique

Many people have heard of the Pomodoro Technique or have seen that little red tomato timer before. But what is it really?

The Pomodoro Technique is a time management tool used by many business professionals around the world and is traditionally set up to look like this:

1. Work 25 Minutes
2. Break 5 Minutes
3. Rinse and Repeat 4 Times
4. Break 15-30 Minutes
5. Start Again

This extremely simple [process](#) should help you complete tasks and projects more efficiently and with significantly less mental drain.

During each 25-minute interval, or Pomodoro, you should feel more focused and as a result, finishing a task will look less daunting. The strategically positioned 5-minute breaks should eliminate restlessness, as well as give you the opportunity to attend to personal matters – without ever interfering with the quality of your work.

The Pomodoro website says it's critical to [recognize](#) five key objectives:

1. Figure out how many Pomodoros an activity requires. To do this, you will need to go through your day and track how many Pomodoros you use.
2. Ensure that you can successfully shelter your Pomodoros from external forces – otherwise known as distractions.
3. Begin to estimate how many Pomodoros an activity should require and base your working time off these estimates.
4. Take the last few minutes of each Pomodoro to recap and review your effectiveness.
5. Break down your day by Pomodoros to see what you're capable of doing and what simply isn't possible.