

## The History of Emojis

More than just cute pictures,  
these are digital icons for  
the digital age!



Emoji are more than a millennial messaging fad. Think of them more like a primitive language. The tiny, emotive characters—to represent the first language born of the digital world, designed to add emotional nuance to otherwise flat text. Emoji have been popular since they first appeared on Japanese mobile phones in the late '90s, and in the past few years they have become a hallmark of the way people communicate. They show up in press releases and corporate emails. The White House once issued an economic report illustrated with emoji. In 2015, emoji became Oxford Dictionaries' "Word of the Year". Emoji aren't just for people who say things like "lmao smh tbh fam." Emoji are for everyone.

### The First Emoji

In the beginning, there were emoticons. For the most part, these came of age as the :- ) and :-( and 8-D of chatroom conversations in the 1990s. These primitive gestures represented an important part of early netspeak: You could convey sarcasm by tacking on ;- ) at the end of your message, or share your ambivalence with the \_ ( " / ) \_ / \_ face.

The first emoji were created in 1999 by Japanese artist Shigetaka Kurita. Kurita worked on the development team for "i-mode," an early mobile internet platform from Japan's main mobile carrier, DOCOMO. Kurita wanted to design an attractive interface to convey information in a simple, succinct way: for example, an icon to show the weather forecast rather than spelling out "cloudy." So Kurita sketched a set of 12- by 12-pixel images that could be selected from a keyboard-like grid within the i-mode interface, then sent on mobiles and pages as their own individual characters. Kurita's original 176 emoji—now part of the permanent collection at New York's Museum of Modern Art—privileged symbols over faces, because DOCOMO's goal was to find new ways to express information. There were characters to show the weather (sun, clouds, umbrella, snowman), traffic (car, tram, airplane, ship), technology (landline, cell phone, TV, GameBoy), and all the phases of the moon. But those characters weren't purely informational: For the first time, emoji offered a way to add emotional subtext to a message. "I understand" might sound cold or passive on its own, but add an emoji and the message offered a sense of warmth and sympathy. It was the beginning of a new visual language.

### Evolution of Emoji

1999---Emoji are born! The original set includes icons for the weather, traffic, technology, and time.

2010---Unicode officially adopts emoji, adding hundreds more-like cat faces emoting happiness, anger, and tears.

2015---Emoji get a diversity update with five new skin tones and a set of same-sex couples.

2016---Updates give rise to the single dad, pride flag, and weightlifting woman emoji.

2017---New emoji proposals suggest characters to convey information across language and culture, like a mosquito to represent illnesses like malaria and Zika.

# 6 Signs Your Computer is Infected With a Virus



## 1. Unexpected pop-up windows

Unexpected or unusual dialog boxes and windows can be a bad sign. Fake virus warnings say you have security threats on your computer, and they usually prompt you to click a link or call a number.

“One of the things we always tell people is that as of right now, there’s no way a website can tell you if your computer is infected,” Armstrong said. “Sometimes, Skype will pop up a message saying, ‘urgent security vulnerability.’ But Skype can’t tell if your computer is infected.”

Plus, legitimate protection software, such as Windows Defender or various virus scanning programs, never prompt you to call a random customer service number.

## 2. Random sounds

Infected computers are often programmed to respond with an audio signal to things you cannot control.

“They’ll be things like warning beeps,” Armstrong said. “When an error message pops up, a lot of times, it comes along with a warning message. Certain pieces of malware stifle that window so you can’t see it. But you might still hear the warning message – a sound in the background that you didn’t initiate.”

If you’re regularly hearing chimes and bells from your computer that seem phantom, your computer may have a virus or malware.

## 3. Unexplained file or folder changes

Your files might be missing, or the icons and/or content of your files may be different. Your computer won’t make these types of changes to your files unless you have a virus or technical problem.

## 4. Slow operation

Pay attention to whether your computer is running more slowly than usual.

“One of the popular scams right now is something called ‘pay per install,’” Armstrong said. “There are third-party companies out there in places like Russia and China that allow [someone] to go to their forums and sign up to receive a piece of software. They then pay [that person] for every thousand users they can fool into installing the software.

“So, these people who try to trick you into installing rogue software will put as many things on your computer as possible at the same time to make the most money,” he added. “And with all this spyware and applications running at the same time, you’ll see a slowdown in performance.”

## 5. Random connections to unknown websites

Another sign of an infection is when your legitimate antivirus software alerts you that an application is trying to connect to a website you’ve never heard of.

In general, your computer doesn’t make its own connections; they have to be started by someone. And if you didn’t initiate these connections in the past, problematic software could be doing it for you.

## 6. Unexpected images

You might see pornographic images pop up or replace benign images, such as photos on news sites. A related sign that your computer is infected is the constant appearance of pop-up ads for sites you don’t normally visit.

Source: Business News Daily

# BEFORE THE BREACH

## HACKERS ARE HERE! NEW SKILLS FOR A NEW FIGHT

- 1 in 5 businesses will suffer a cyber breach this year
- 81% of all breaches happen to small/medium sized businesses
- 66% of companies do NOT test their backups
- 60% of companies that lose their data will go out of business within 6 months
- 92% of malware is delivered via email
- 97% of breaches could have been prevented with today's technology

Want to learn more about how to protect your business?

Stay tuned for our next lunch and learn date!



[www.preferreditgroup.com/beforethebreach](http://www.preferreditgroup.com/beforethebreach)



talk nerdy to me

## SOCIAL DISTANCING AT PREFERRED IT GROUP



In March Preferred IT decided to have their employees begin to work remotely from their homes. Our business is set up so that we can do this easily. This was a positive adjustment for many and we have been able to continue giving our customers top notch service during these unprecedented times. There were times when we had to go onsite for customer emergencies, but for the most part we have been able to do all of our work remotely. We also worked with many of our managed customers to help them be able to set up their employees to work from home.

These have been challenging times for all of us to adjust to. As you can see above, our office puppy Sully has had a really tough time with it. He has been very lonely without all of his computer engineering buddies! We hope for his sake that things can be back to normal again soon so that he is able to see all of his friends!

If your company needs help setting up a remote work office, please reach out to us. We would be happy to discuss options with you.

## Crushing It at Preferred IT Group!

Preferred IT Group just purchased our first hard drive crusher! This will destroy any size of hard drives. We are happy to offer this service to our customers along with certificates of destruction. We had fun doing some crushing at our office this week.



### HOW LONG IT TAKES TO CRACK A PASSWORD!

Number of Characters	Numbers only	Upper or Lower case letters	Upper or Lower case letters mixed	Numbers, Upper & Lower case letters	Numbers, Upper & Lower case letters, Symbols
3	instantly	Instantly	Instantly	instantly	instantly
4	Instantly	Instantly	Instantly	Instantly	instantly
5	instantly	instantly	instantly	3 secs	10 secs
6	instantly	instantly	8 secs	3 mins	13 mins
7	instantly	instantly	5 mins	3 hours	17 hours
8	Instantly	13 mins	3 hours	10 days	57 days
9	4 secs	6 hours	4 days	1 year	12 years
10	40 secs	6 days	169 days	106 years	928 years
11	6 mins	169 days	16 years	6k years	71k years
12	1 hour	12 years	600 years	108k years	5m years
13	11 hours	314 years	21k years	25m years	423m years
14	4 days	8k years	778k years	1bn years	5bn years
15	46 days	212k years	28m years	97bn years	2tn years
16	1 year	512m years	1bn years	6tn years	193tn years
17	12 years	143m years	36bn years	374tn years	14qd years
18	126 years	3bn years	1tn years	23qd years	1 qt years



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