

SENIOR EXPO 2024

NAVIGATING THE DIGITAL WORLD: A BEGINNER'S GUIDE FOR SENIORS

DYLAN RAPH

draph@emilytel.com

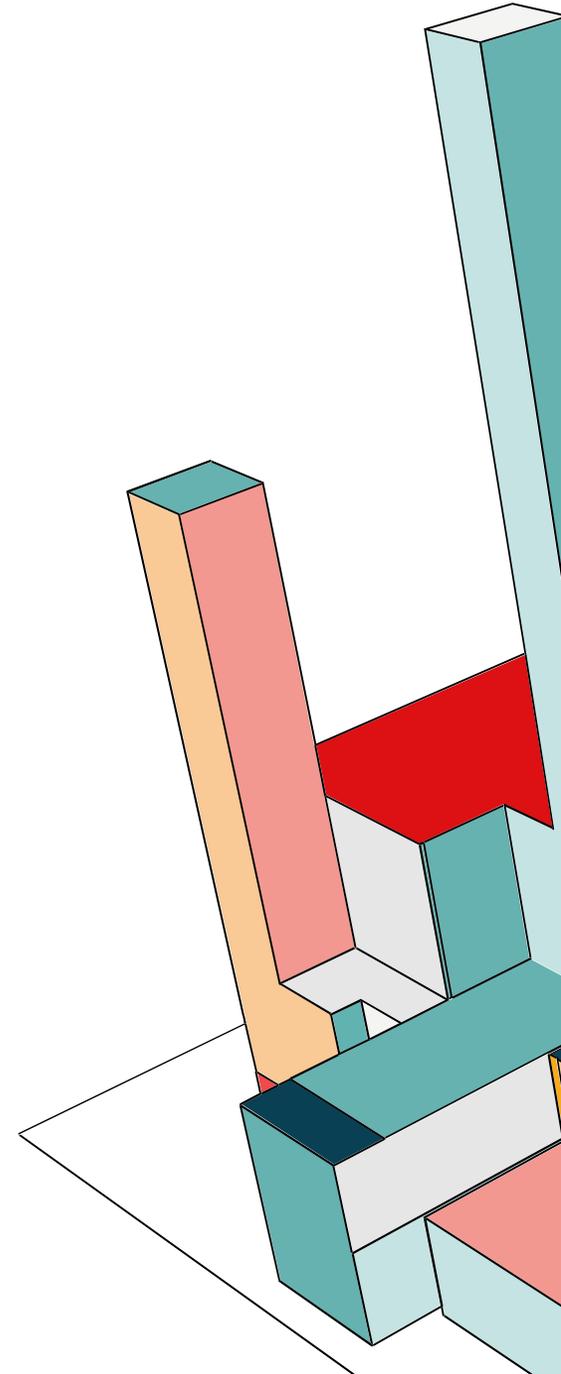
KRYSTIN PETERSON

krystin@emilytel.com

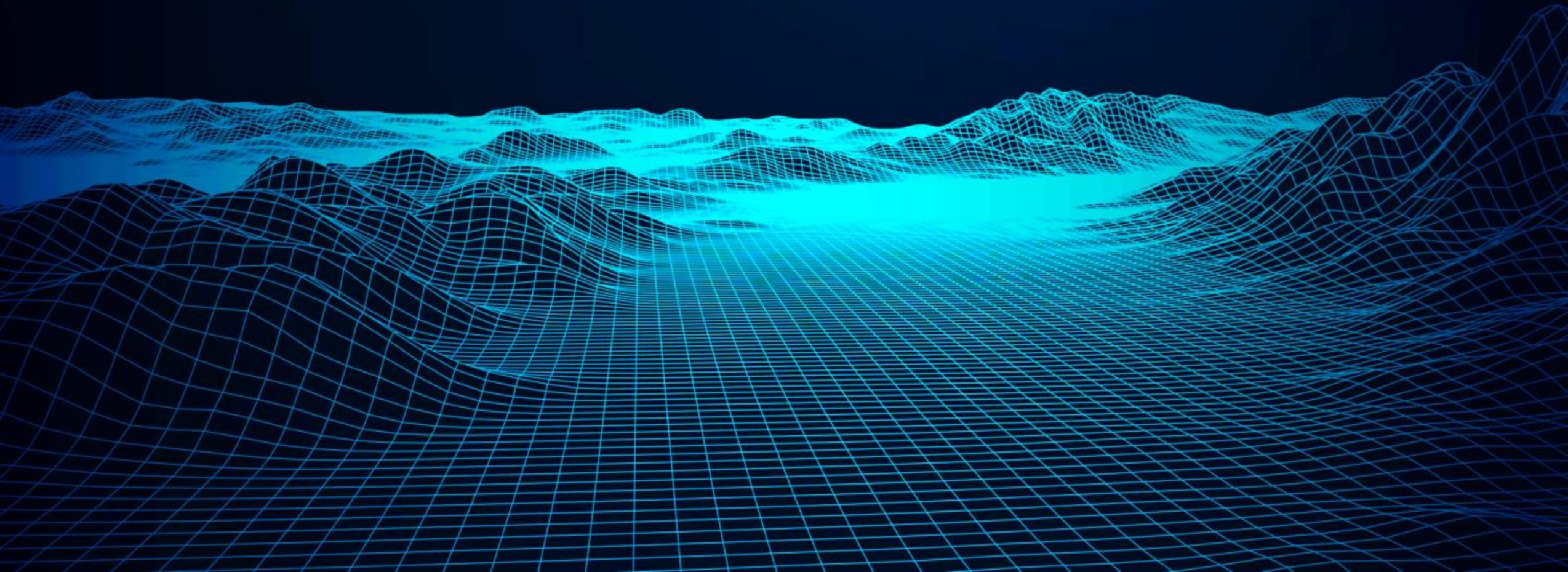


OVERVIEW

- Understanding the Digital Landscape
- The How and Why of Wi-Fi
- Staying Safe Online
- Making Technology Work for You
- Hot Topic: Artificial Intelligence
- Question and Answer



UNDERSTANDING THE DIGITAL LANDSCAPE



WHAT IS THE DIGITAL WORLD?

- **Definition:** The digital world encompasses the interconnected network of digital devices, applications, and online platforms that enable communication, information access, and various forms of digital interaction
- **Impact:** It has revolutionized how we communicate, access information, and engage with entertainment, making it an essential part of modern life.
- AARP's 2023 Tech Trends and Adults 50+ shows that older adults have made technology an integral part of their lives – 94% text, 88% email, 74% are on social media, and 67% video chat.



WHAT IS THE DIGITAL WORLD?

- Social Media
- Online Shopping
- Communication Tools
- Streaming Services



NETFLIX



WHAT DO THESE ALL HAVE IN COMMON?

- The Internet
- The global network that connects millions of devices worldwide, enabling the exchange of information and communication
- In simpler terms, the internet is mostly just access to information

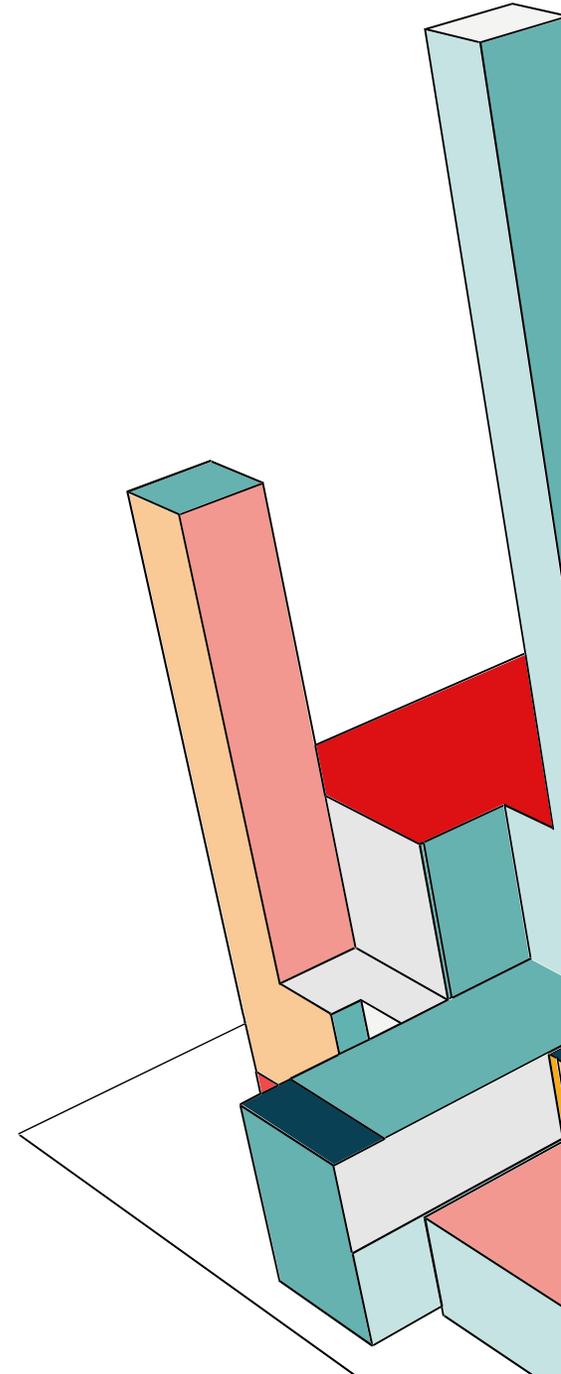


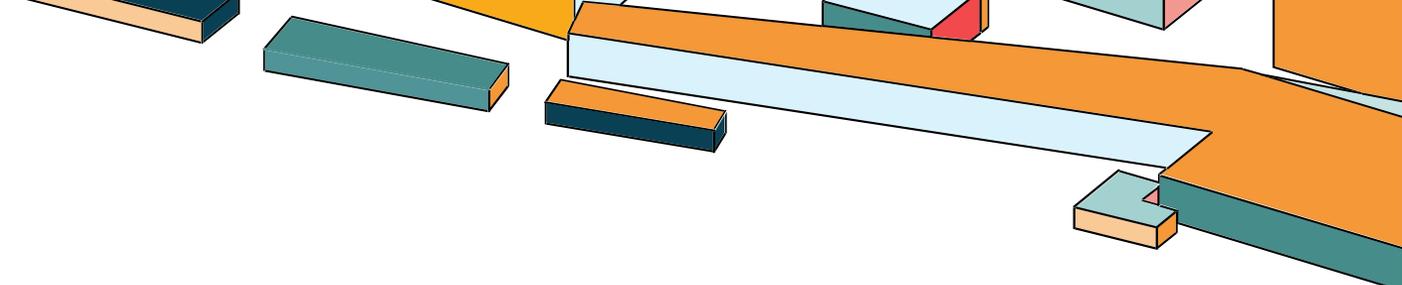
THE HOW AND WHY OF WI-FI



THE HOW AND WHY OF WI-FI

- Wi-Fi is not the internet, but it is the most popular way to access the internet
- Hardwired lines to the internet are not very popular anymore, but are still the most efficient and most reliable path to the internet
- When you can wire it, wire it.



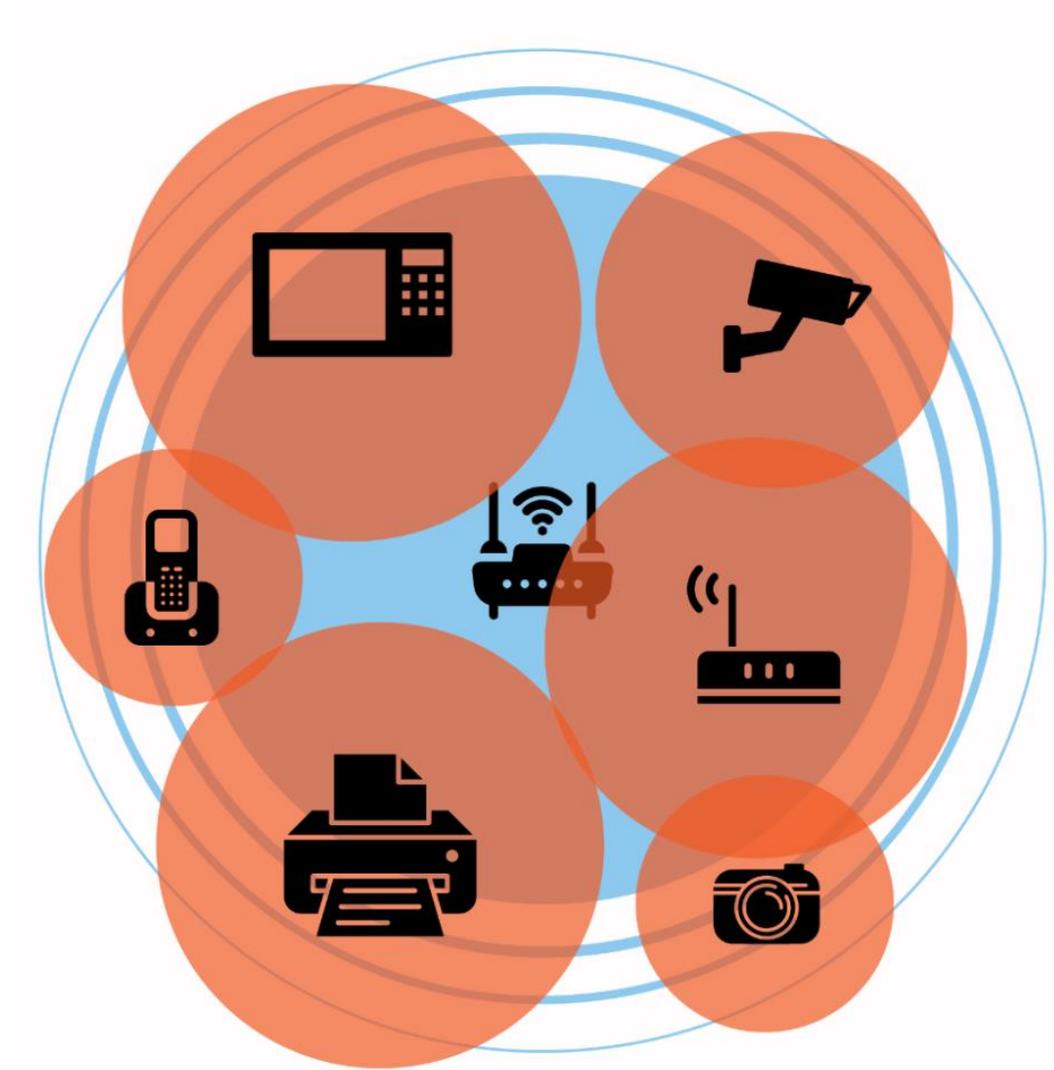


POSITIVE SIDES OF WI-FI

- Wireless
 - No Cables
 - Free to Roam
 - Accessibility to all your devices all at once from a smart device.
 - Security
 - Passwords on your network prevent devices you don't want on your network from connecting
- 

NEGATIVE SIDES OF WI-FI

- Wireless Interference
 - Microwaves
 - Baby Monitors
 - HVAC equipment
 - Building Materials
- Inconsistent Speeds
 - Bonfire Analogy
- Again, if you can wire it, wire it



TIPS FOR AN EFFICIENT WI-FI SIGNAL

- Updated router (normally within a couple years old)
- Combined 2.4Ghz and 5Ghz frequencies
 - Sometimes these need to be segregated due to device compatibility
- Router placement
- Wired Extenders vs Wireless Extenders



CALIX GIGASPIRE ROUTERS

- At tremolo communications, a leased calix router is included in your internet plan for no extra cost
- Comes with the CommandIQ app that can be downloaded from the Apple app store or the google play store
- Works directly with our routers and/or extenders in your home



CALIX GIGASPIRE ROUTERS

- Automatic updates
- Blocks all sorts of different intrusion attempts to your network that could impact connected devices
- These intrusions could result in your personal information being stolen



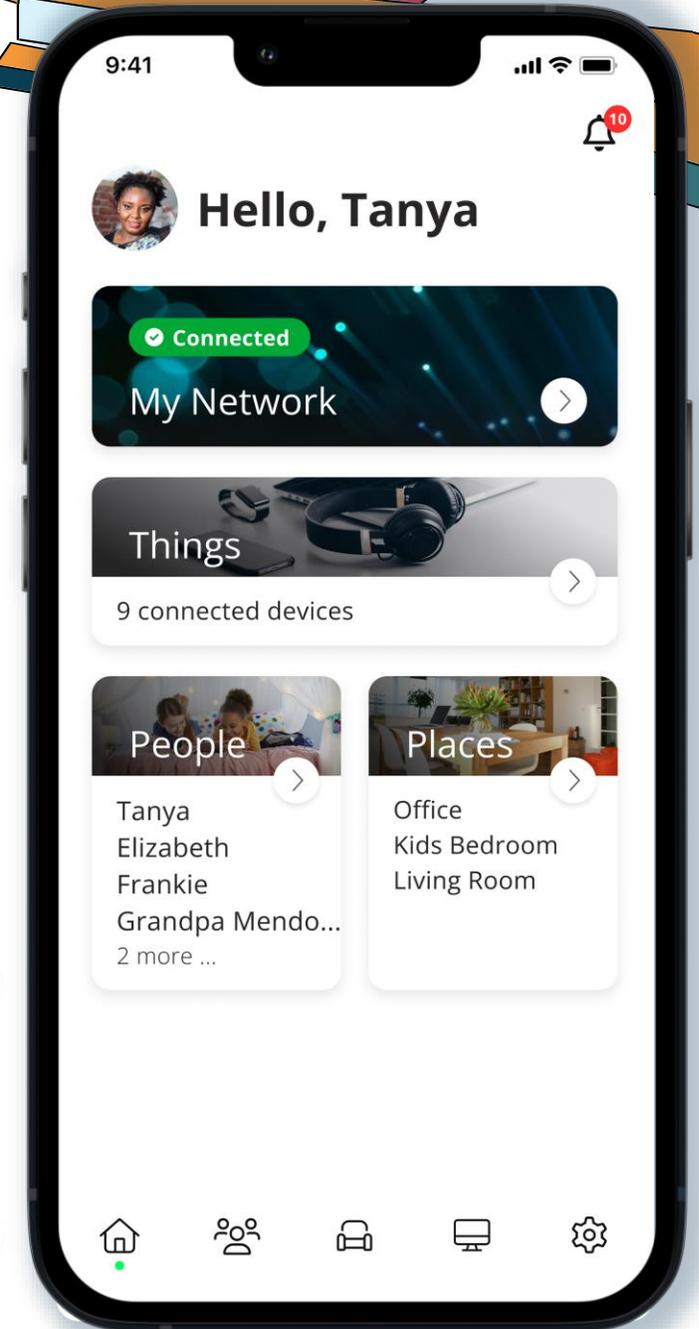
CALIX GIGASPIRE ROUTERS

- Blocks potentially hazardous and unsafe websites from your device, even if an unsafe link is clicked by the user
- Control and see alerts right from your smart device
- Device and Content limitations



CALIX GIGASPIRE ROUTERS

- Group devices by people and/or location
- Bandwidth prioritization
- Create and edit wireless networks
- Share network credentials via QR code



STAYING SAFE ONLINE



5 MAIN PARTS OF CYBER SECURITY

- Protection
- Detection
- Response
- Prevention
- Education



PROTECTION

- Implementing security measures, such as firewalls, intrusion detection systems, and encryption, to prevent unauthorized access and attacks
- Anti-virus and Malware software
 - Used more so on desktop and laptop PCs than mobile devices
 - Harder for phones tablets to get malware and viruses
- Virtual Private Network (VPN)
 - There are Pros and Cons to a VPN



DETECTION

- Employing tools and techniques to identify and detect security breaches and suspicious activities in real-time
- CommandIQ App
- Using your gut feeling if something doesn't feel right



RESPONSE

- Developing and implementing strategies for responding to and mitigating cyber incidents when they occur, including incident response plans and incident recovery procedures
- Quick response to a known attack or compromised account is vital
- Similar to a fire, the danger can be far greater depending on when it is caught and put out
- Back up your data



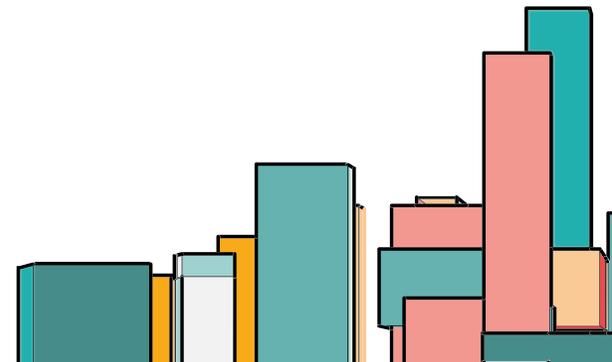
PREVENTION

- Implementing policies and practices to proactively reduce the likelihood of security incidents, including security awareness training and vulnerability management
- Password management is one of the most important tools you can implement to increase your online security
- Most browsers like Google Chrome have password management built in



PREVENTION

- Password management program that allows you to store information securely
- Full encryption allows information to be stored as secure as possible
- Passwords, notes, logins, addresses and more can be stored within Keeper
- One master password allows access to your Keeper vault.



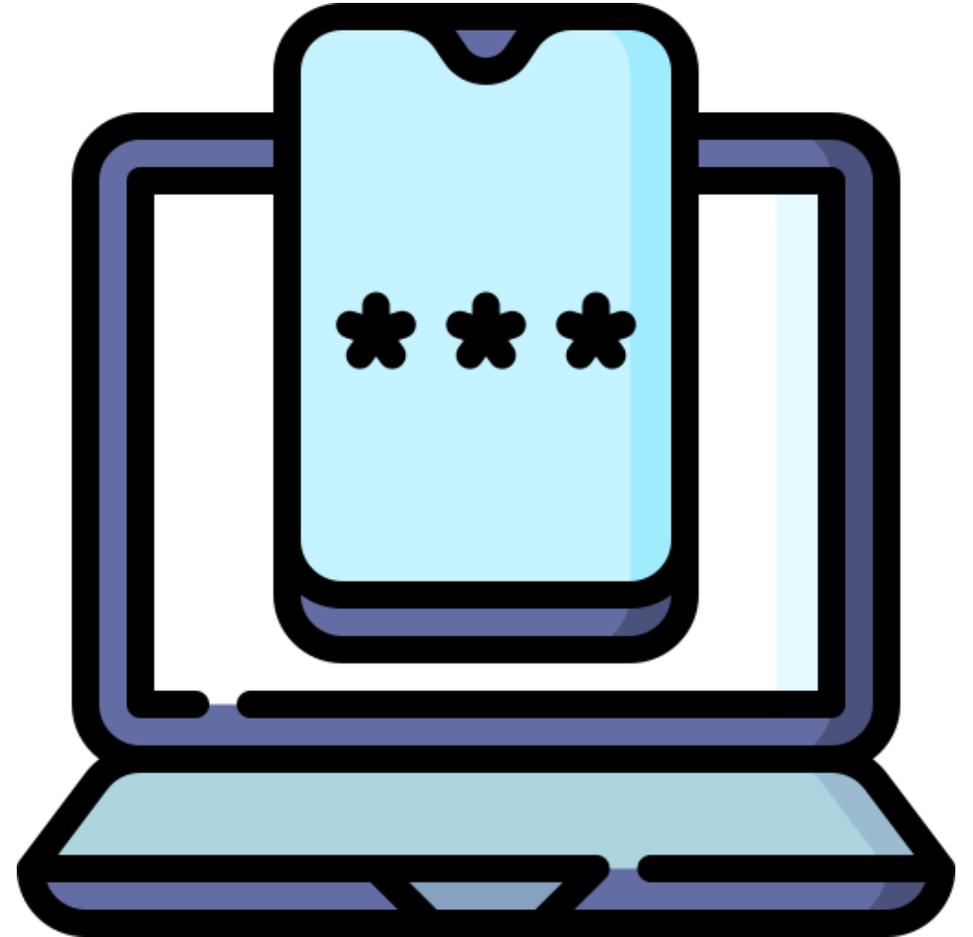
PREVENTION

- Once you have your master password you don't need to know any password for any account because keeper will auto-fill the password for you
 - Long sentences including numbers and symbols
 - A favorite quote
 - Lyrics from a song
 - Don't use any personal information like birthdays or names of family members
- Share passwords without having to tell people what they are



MULTI-FACTOR AUTHENTICATION (MFA)

- A multi-step account login process that requires users to enter more information than just a password
- A PIN code that is text or emailed to you
- PIN codes can also be an automated telephone call to a phone number on the account you are trying to access



EDUCATION

- Ensuring that individuals are aware of cybersecurity best practices and understand the potential risks and threats they may encounter.
- Staying up to date on common scams and new criminal tactics is a crucial step in cyber security
- Knowledge is the best defense - If you can identify a scam before it begins, there is no threat



TEXT MESSAGE SCAMS

Your refund is added directly to your account. View balance below
dhtzn.me/EGWO6R4tBp

You have \$150 in cash value from Amazon expiring in 3 days. now
au16v.com/vkNNMhiGxg

Attention! Your data has been compromised. Required restoration ASAP
xz10g.com/7ZvqZtqg7h

USPS: the scheduled delivery for the package 1z16414 has been changed. Please confirm here:
w8fmv.info/wuA6rGs4nE



CLICK BAIT

Sponsored by Revcontent



The World's Craziest McDonald's Meals

Foodnetwork.co.uk



Toxic Moms, Toxic Daughters and Famous Families You'll Be Glad Aren't Yours

Mediander



11 C Rec Starf



This Stock is Being Called a "Game Changer"



Robin Williams' Final Net Worth Stuns His Family



15 Former Stars Who Now Work Normal Jobs



Republicans In Disbelief Over The Latest Trump Supporter



Husband Vanished, Wife Finds Him 68 Years Later



Pastor Sues Mother After \$188M Lotto Win

LOCKDOWN - MICROSOFT

Official Help and services x +

← → ↻ Not secure | ☆ 👤 ⋮

 **Windows**
Call Microsoft Helpline

Your computer has been Locked

Call Microsoft Helpline

Your computer with the IP address **191.84.29.41** has been infected by the Trojans -- **Because System Activation KEY has expired & Your information (for example, passwords, messages, and credit cards) have been stolen. Call Microsoft +1-888-901-0041 to protect your files and identity from further damage.**

Call Microsoft Helpline

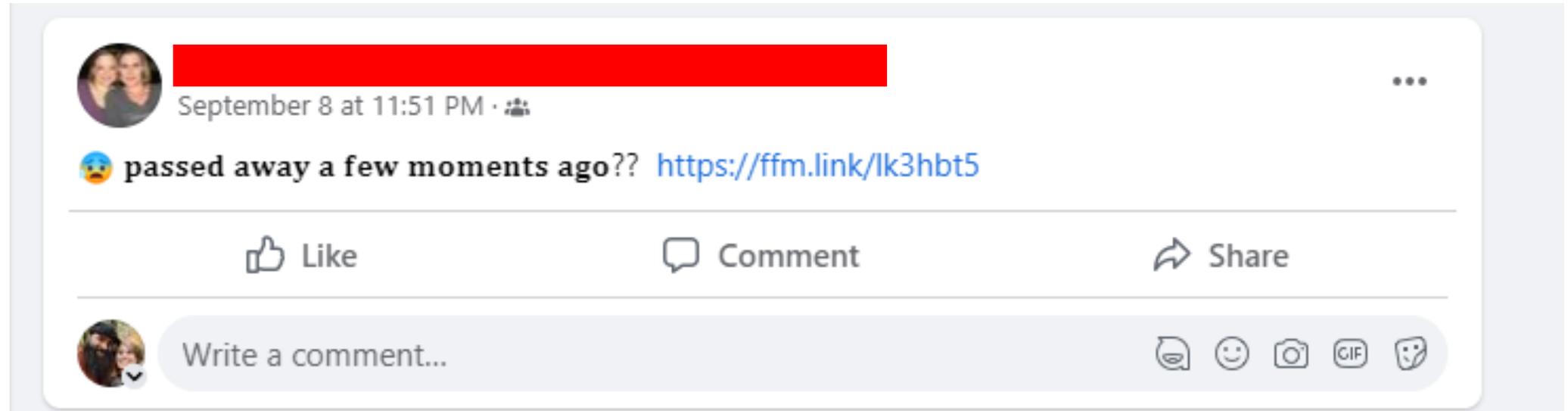
Automatically report details of possible security incidents to Google. [Privacy policy](#)

Call Microsoft Helpline

Back to safety



PULL AT THE HEART STRINGS



A screenshot of a Facebook post. The post is from a user whose name is redacted with a red bar. The post text reads: "😭 passed away a few moments ago?? <https://ffm.link/lk3hbt5>". Below the text are three interaction buttons: "Like", "Comment", and "Share". At the bottom, there is a comment input field with the placeholder text "Write a comment..." and icons for adding media, emojis, photos, GIFs, and stickers.

 [REDACTED] ⋮

September 8 at 11:51 PM · 🌐

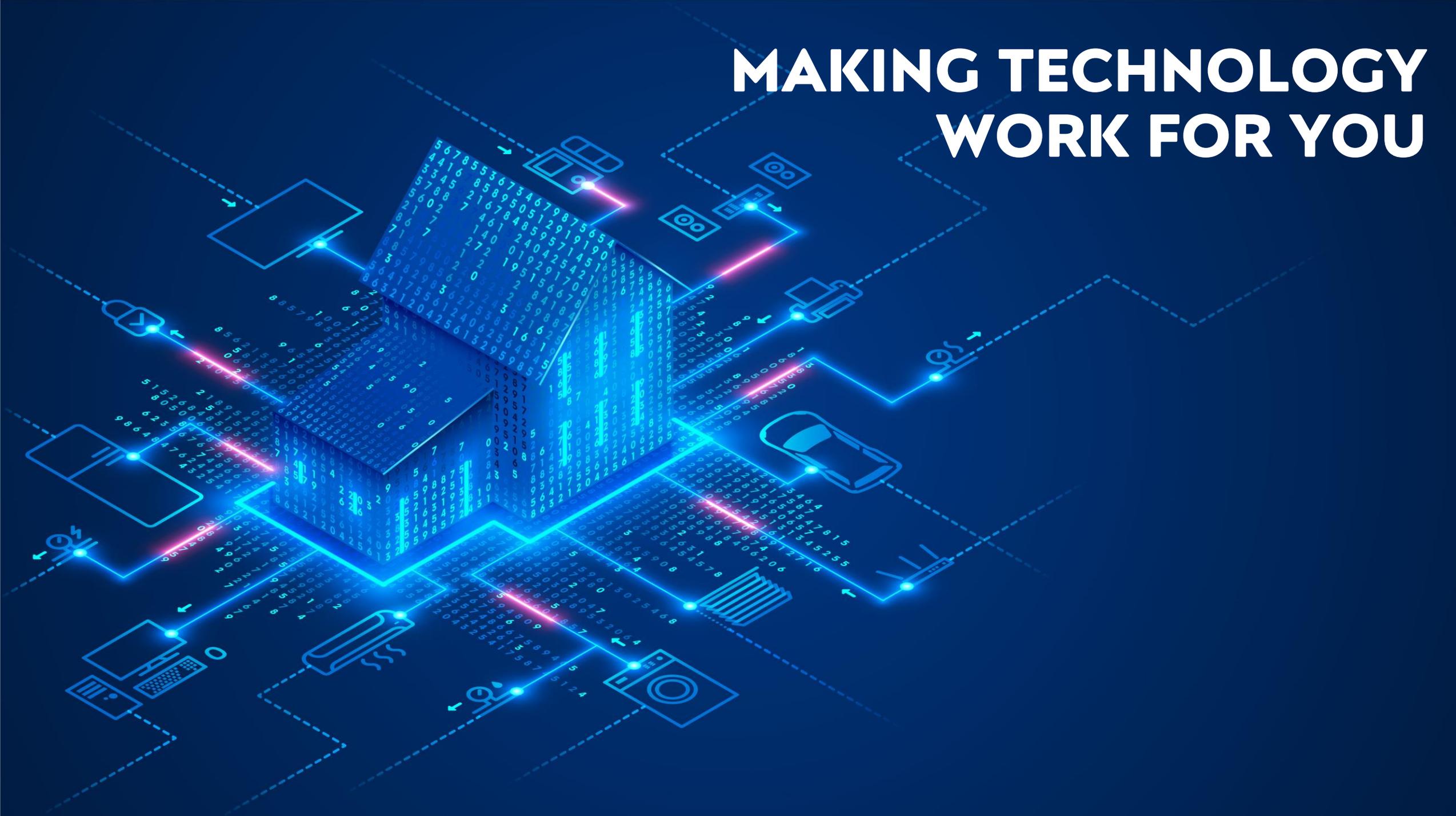
😭 passed away a few moments ago?? <https://ffm.link/lk3hbt5>

 Like  Comment  Share

 Write a comment...     

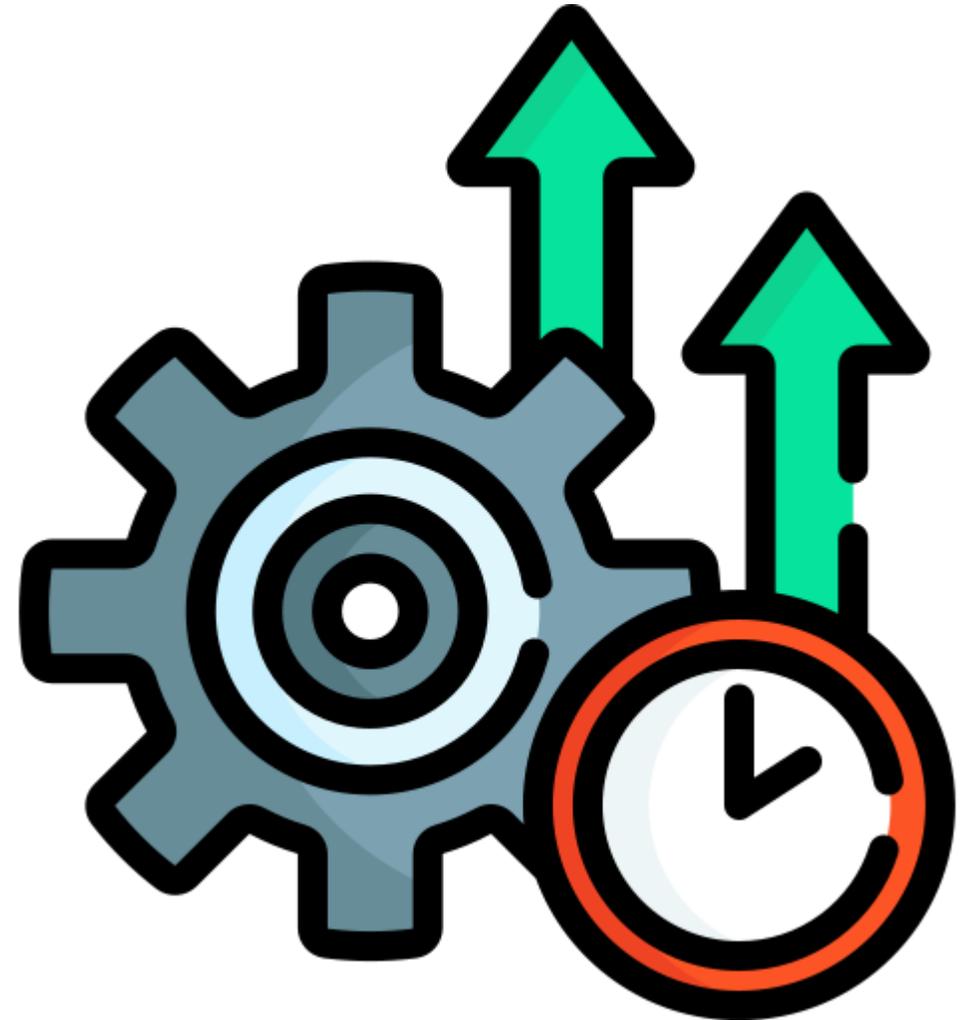


MAKING TECHNOLOGY WORK FOR YOU



MAKING TECHNOLOGY WORK FOR YOU

- Everyone uses technology every day in one way or the other
- The role of technology is increasing in modern society and has potential to streamline tasks, save time, keep you safe and improve efficiency
- Technology has revolutionized the way we live our life
 - Manage Our Time
 - Increased Convenience
 - Accessibility to Information
 - Communication



ENHANCING PRODUCTIVITY

- Digital Calendars and Task Managers
 - Accessibility and Synchronization
 - This allows for seamless integration into your daily life, ensuring you stay updated and on track regardless of the device you're using.
- Reminders and Notifications
 - By setting reminders and due dates within the digital tool, you receive notifications and alerts at designated times, helping you stay organized and meet your commitments.



ENHANCING PRODUCTIVITY

- Focus Mode
 - Apple and Android Devices
- Allows complete customization of your device to only receive and display what is needed based on a situation.
- Can limit how your device operates.
 - Contacts
 - Apps
 - Notifications



ENHANCING PRODUCTIVITY

- No need to worry about missing any sort of emergency
- You can tell your device to always allow notifications from however many contacts you would like
- What if there is an emergency but the number calling you isn't in your contact list?
 - 2- Call Emergency Feature



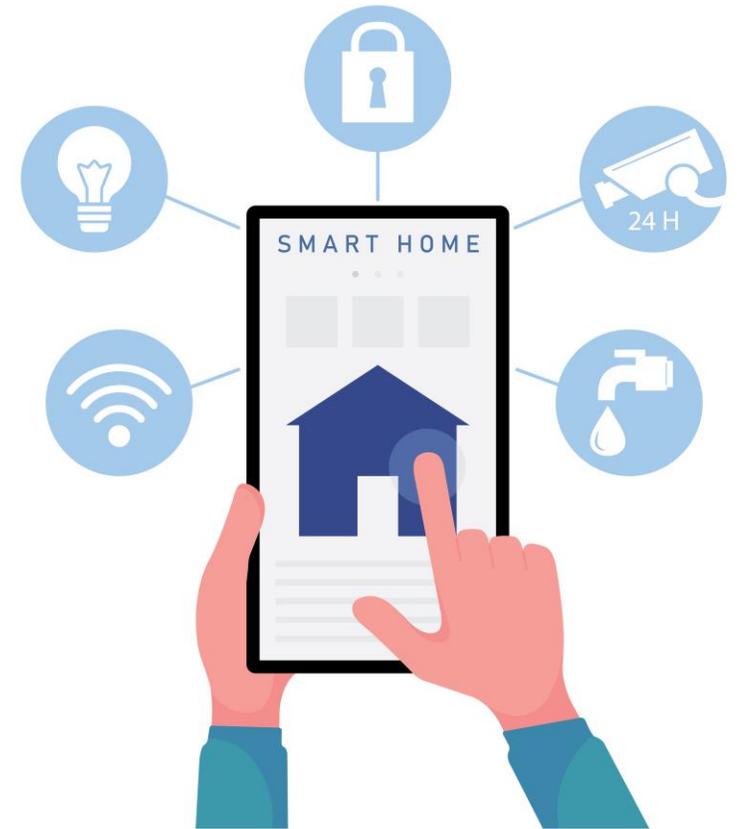
ENHANCING PRODUCTIVITY

- There are all sorts of devices that can be used to make daily life easier, safer and more fun. These devices include:
 - Cameras
 - Locks
 - Power Plugs
 - Light Bulbs
 - Household Appliances
 - Entry Sensors and Openers
 - Thermostats
 - HVAC



ENHANCING PRODUCTIVITY

- Devices can be controlled manually, by schedules, by voice and even “If This Then That”
- If This Then That Example:
 - My phone connects to my wifi when I arrive home
 - Garage door opens and my garage entry door unlocks and then locks again after 5 minutes
 - My entry way lights turn on automatically
 - All of my cameras record a 30 second video clip
 - The music I left on for the dog while away has turned off



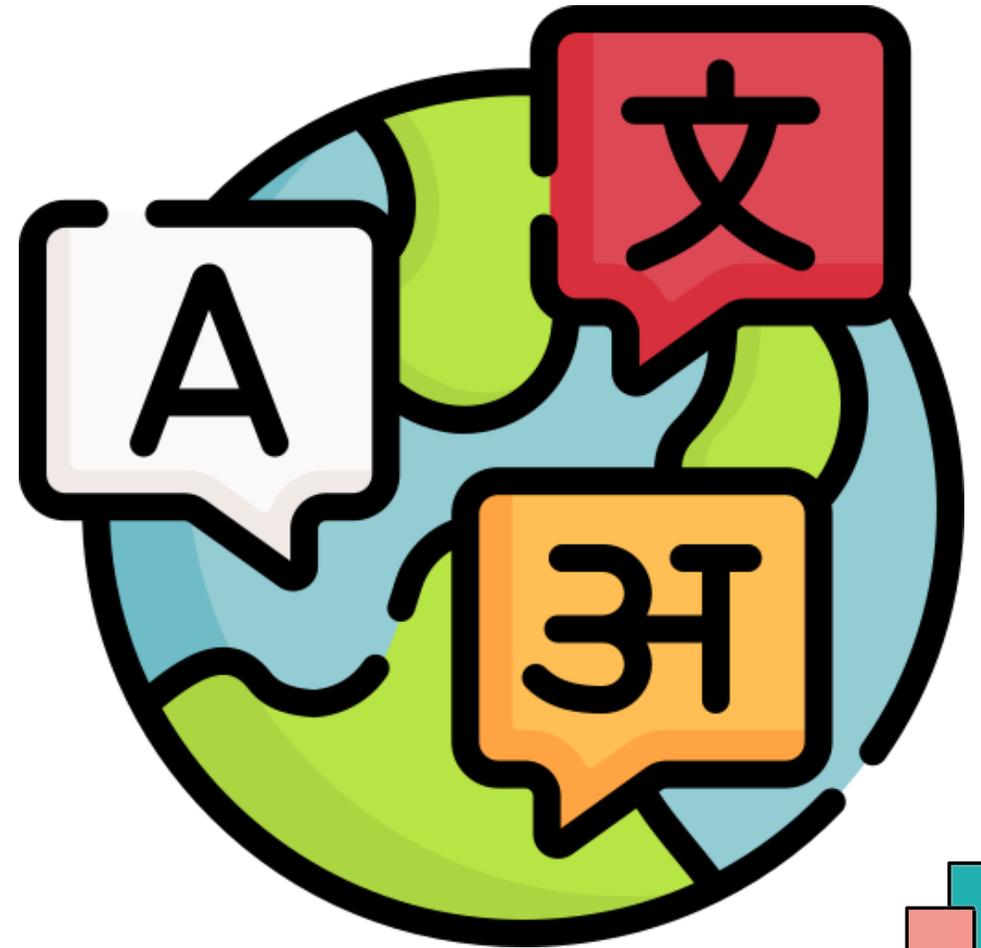
IMPROVING COMMUNICATION

- Instant Messaging and Video Calling apps are widely available and have become very popular; specifically for those who spend time in other countries
- Some popular apps include:
 - Zoom
 - FaceTime
 - WhatsApp
 - Skype
 - Facebook Messenger



IMPROVING COMMUNICATION

- The language barrier has long been intimidating to deal with for the world traveler
- Technology has solved that problem with translation apps and devices
- Apps and devices can be purchased at extremely reasonable prices to make the language barrier a thing of the past
- Translation apps can cost as little as \$0



HEALTHCARE

- Health and Fitness Tracking
- Convenience and Hand's Free Functionality
- Personal Safety and Emergency Assistance
- Improved Productivity and Efficiency



PEACE OF MIND

A growing number of affordable devices are now on the market to help seniors enjoy greater independence and give their families more peace of mind



PEACE OF MIND

- **Smart Detection Devices** – There are smart stove alarms to alert older adults to potentially dangerous situations in the kitchen and smart bath monitors to detect potential overflow issues and shut off water before the bathtub overfills.
- **Smart Medication Reminders** – Since seniors often take multiple medications, making sure the correct medication is taken at the correct time is a worrisome issue for many families. To address it, smart medication pillboxes offer audible or visual cues to prompt users to take their meds and can also send remote alerts to caregivers.

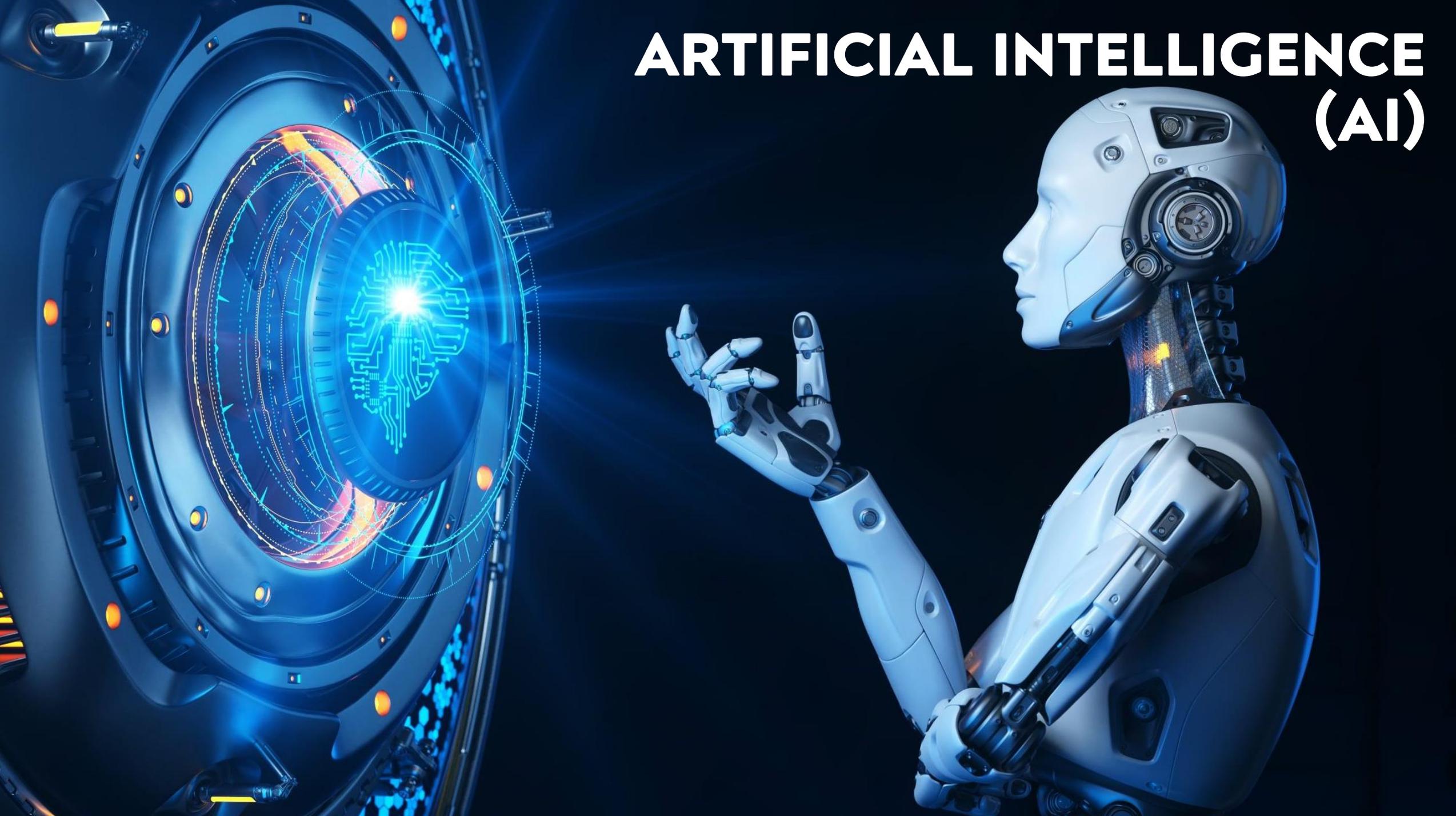


PEACE OF MIND

- **Smart Doorbells** – By providing a video picture of visitors, these devices help older adults decide whether or not to answer the door to a stranger.
- **Smart Home Security Systems** – These can be programmed to automatically lock doors, arm security systems, and alert homeowners and caregivers remotely if issues arise.

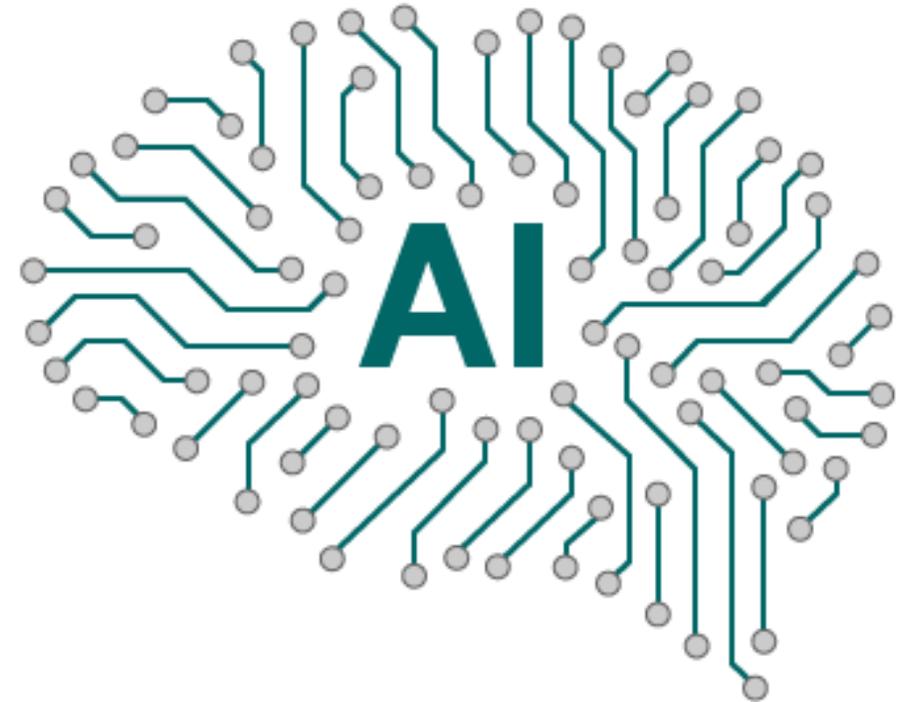


ARTIFICIAL INTELLIGENCE (AI)



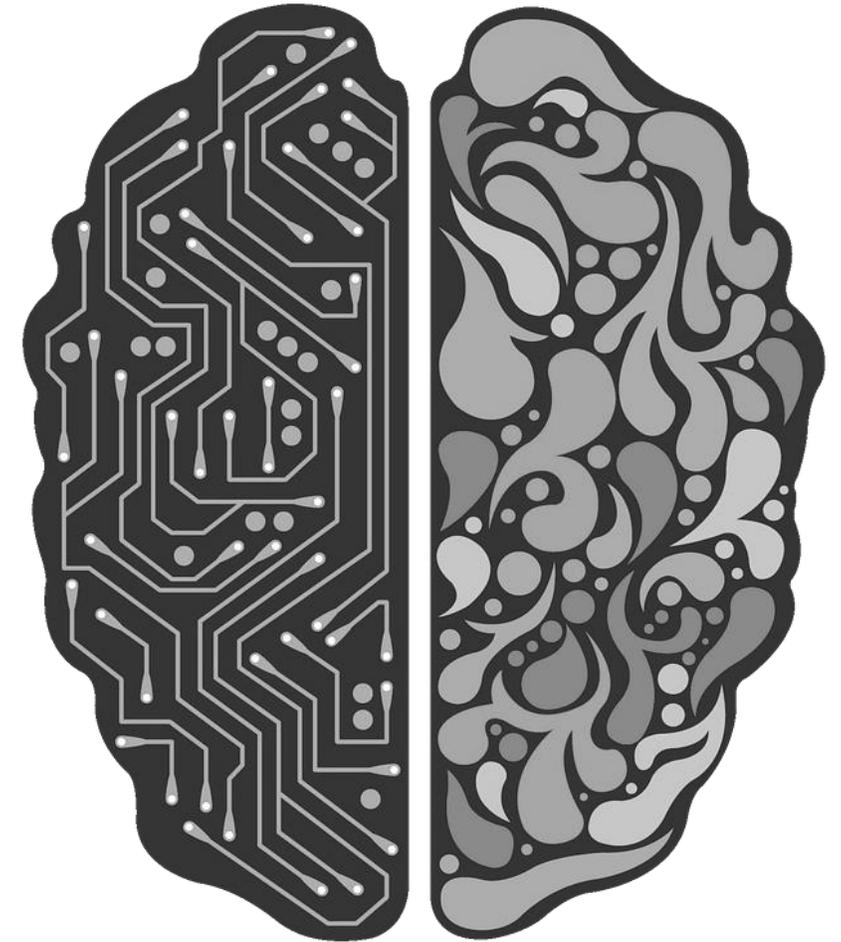
ARTIFICIAL INTELLIGENCE

- A field of computer science that focuses on developing systems capable of performing tasks that typically require human intelligence.
- It involves creating algorithms and models that enable computers to learn from data, reason, make decisions, and solve problems.



ARTIFICIAL INTELLIGENCE

- Just like any technology, AI can be used in positive and negative ways. A few of the key talking points with AI are:
 - Ethical and Bias Concerns
 - Job Displacement
 - Security and Privacy
 - Human-Machine Collaboration
- ChatGPT
- Mid Journey



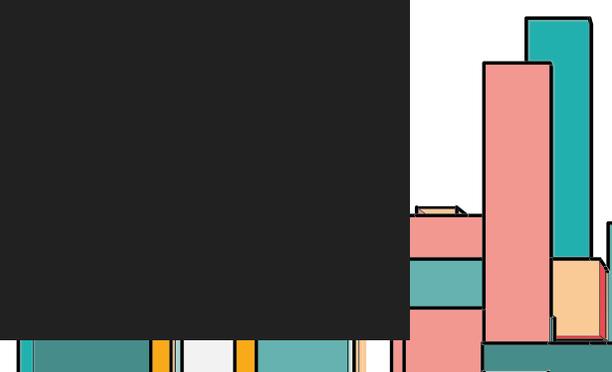
CHATGPT - CHAT.OPENAI.COM

D You

Can you write me a 1 paragraph poem about wife Olivia? She has brown hair and hazel eyes. she is from Colorado and she loves our dog.

 **ChatGPT**

In Colorado's embrace, Olivia stands,
With hazel eyes, like earth and sands.
Brown locks frame her gentle face,
In her love, our hearts find their place.
Beside our faithful dog, her joy abounds,
In their bond, a harmony resounds.
Colorado's daughter, with love so true,
Olivia, in every hue, shines through.



CHATGPT - CHAT.OPENAI.COM

D

You

Can you write me a best man's speech in 100 words or less? The groom's name is Jared and can you insult his golf game?



ChatGPT

Ladies and gentlemen, let's raise a glass to Jared, the man of the hour. I've known him since our sandbox days, and trust me, he's come a long way since his golf swings resembled more of a windmill than a pro. But hey, Jared, if your golf game were a GPS, we'd all be lost in the rough! Yet, amidst the sliced shots and missed putts, his dedication to improvement is commendable. Here's to a groom who tackles life's challenges like bunkers on the 18th hole—with grit, determination, and a few laughs along the way. Cheers to Jared, may your marriage be a straight drive down the fairway of happiness!

MID-JOURNEY - WWW.MIDJOURNEY.COM



Prompt:

A hot air balloon flying through a sky filled with creatures from another universe



MID-JOURNEY - WWW.MIDJOURNEY.COM



Prompt:

A rusty space helmet on the beach of the ocean that looks like it has been there a long time



MID-JOURNEY - WWW.MIDJOURNEY.COM

Prompt:

Dylan Raph as a World War I fighter pilot



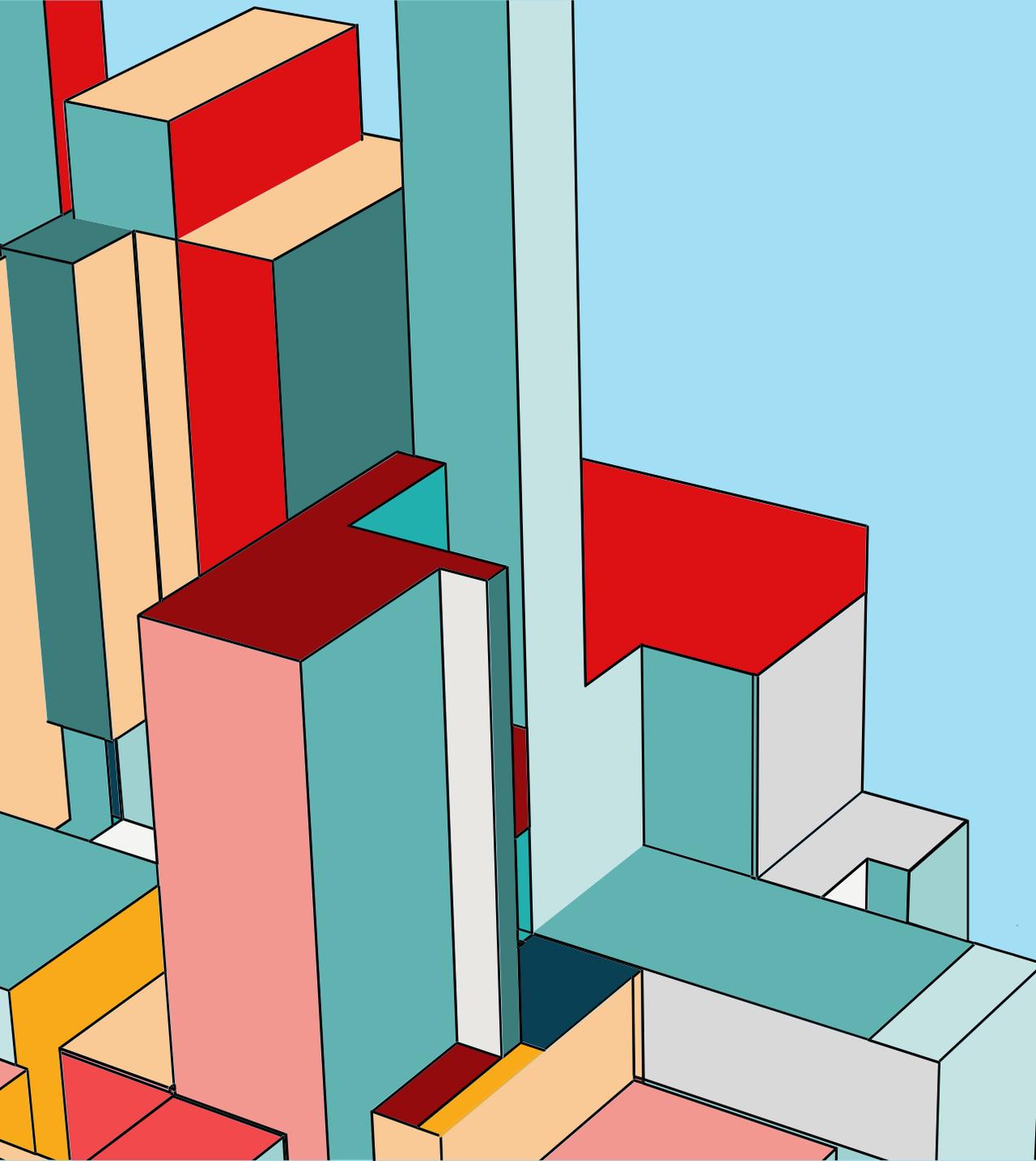
MID-JOURNEY - WWW.MIDJOURNEY.COM



Prompt:

Dylan Raph as a World War I fighter pilot





QUESTIONS?

DYLAN RAPH
draph@emilytel.com

KRYSTIN PETERSON
krystin@emilytel.com

