

# Consumer Corner

## A Bad PC Day Is Worse Than A Bad Hair Day

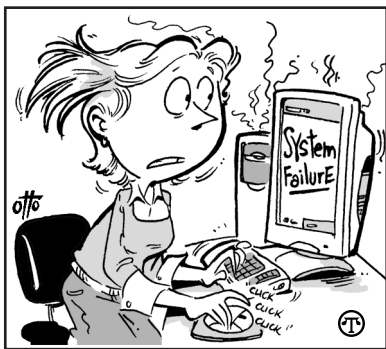
(NAPSA)—According to a new survey, 86 percent of Americans are more focused on maintaining their hair than their computers. While most people see the value in regular doctor visits and car tune-ups, only 15 percent will likely get their PCs tuned up. And regular computer maintenance is important to the health of your system—and all that's on it. Your computer works hard managing your family photos, videos, games, music and financial records. So when it has a bad day or crashes, the losses can be substantial, not only in terms of information and memories, but also in time, effort and money. But it doesn't have to come to that.

"Consumers depend on their PCs to manage their personal and professional lives, and a system failure can be a traumatic event," said Lenny Alugas, vice president of Symantec, maker of Norton. "The typical PC owner doesn't have the time, patience or know-how to properly maintain his or her computer—it can be difficult for even the most tech-savvy consumer to isolate a problem with a PC, let alone solve it."

### A Prevent Defense

It's much easier to prevent computer issues before they occur. Regular computer maintenance staves off computer crashes, wipes out viruses and ensures computers operate at peak performance levels. It's like getting an oil change for your car—and should be done just as regularly to clear up computer clutter and alleviate the strain on your system's resources.

Several companies offer PC



**Computer Health—Regular computer maintenance is important to the health of your system.**

help services, but before making a selection, consider not only price, but also convenience, the company's reputation and experience. A new service getting high marks from consumers and testing organizations is Norton PC Tune-up ([www.norton.com/tuneup](http://www.norton.com/tuneup)). With Norton PC Tune-up, you don't have to take your computer anywhere, and they're ready whenever you are, 24 hours a day, seven days a week. Norton's computer experts connect remotely to your computer over the Internet to optimize your system. You can stay on the phone with the tech or not—it's up to you. Either way, it's one of the easiest ways to maintain or fix your computer, at your convenience, by a company with 25 years of experience in computer security and performance.

A PC help service will help your computer run faster and last longer. And in these uncertain economic times, optimizing your PC makes you look even smarter.