

# COLLEGE CORNER

## The Ultimate Steal! Available On A Campus Near You <sup>TM</sup>

(NAPSA)—“I never try to teach my students anything.” Would you believe Albert Einstein said that?

Sounds kind of fatalistic, if you ask me—but wait a minute. He gets smarter:

“I only try to create an environment in which they can learn.” Ah, makes sense now. Maybe the man was as brilliant as the history books say. After all, don’t you thrive best in environments that offer the latest in smart and functioning software, tech gadgets and gizmos?

You have high-performance expectations for the technology you use. C’mon, you’re almost a working professional now—you won’t settle for hard drives clogged by spyware and malware, or for endless bugs and security errors, will you? Didn’t think so. Maybe you enjoyed the “I Love You” virus, but hey, we all have issues.

A 2007 study from the Business Software Alliance found that more than half of all college and university students who download unlicensed software (and other copyrighted digital files) are experiencing computer viruses and spyware from downloading activities. Running genuine software that you’ve legitimately purchased helps protect you from these dangers and provides additional benefits, including support to troubleshoot a problem when you’re printing out an assignment at the eleventh hour and regular updates to help ensure that your computer and the information on it are safe from system crashes or prying eyes. Sure, the real stuff might cost more, but pirated software commonly causes negative user experiences (not to mention negative vibes) and we all agree that using legit software provides better peace of mind and a good experience.

But you probably don’t want to part with around \$679 to buy that newly launched software suite. I understand your pain. Your priority right now is to find a few coins under the futon cushion for hot wings.

That’s why you might want to venture over to <http://www.theultimatesteal.com>—that is, if any of the following are important to you:

- Do you need technology that will help you work with your five-person finance study group or sync schedules with your intra-

mural soccer team?

- What about producing snappy-looking documents quickly? Say your term paper on 14th century architecture is due tomorrow. Is your laptop ready for the task, or will you end up falling asleep while walking to the computer lab at 3:32 a.m.?

- Do you need efficient note-taking capabilities on your laptop? (Or are you still taking notes with pen and paper? Gasp!)

- Do you like being able to find things quickly? Organization is your middle name, or so your mom used to say.

- Your psych professor is located in Greece. Can you connect with her in real time?

Assuming any of these examples matters to you, even remotely, then you probably value having access to affordable technology to meet your academic goals. The experience of moving from being connected (online and offline) to being unconnected needs to be seamless and natural; a single view of to-do’s associated with your classes, part-time job and personal life is key; and collaboration and presence integration are a must.

So what is the solution, you ask? Again, my dears, check out <http://www.theultimatesteal.com> for full program details. Watch for me; I might be coming to your campus, handing out The Ultimate Steal T-shirts. I’ll also be hosting a blogging contest where you can share your experience with The Ultimate Steal. The best response will win a spring break getaway. Check <http://www.theultimatesteal.com> for contest details. See you in Cozumel, Mexico, my friends!

*For more information on tools for getting ahead of the guy sitting next to you in class, visit <http://www.theultimatesteal.com>. Microsoft® Office Ultimate 2007 includes the entire Microsoft Office toolset that you’re accustomed to working with, and more. The Ultimate Steal offer is currently available to eligible students enrolled in higher-education institutions in Canada, France, Italy, Spain, the United Kingdom and the United States for \$59.95 (U.S.). In some areas, a one-year subscription license will also be offered in addition to the perpetual license. Offer will end April 30, 2008.*