

### We now accept Credit Cards

In our quest to eliminate paper we have made a change. We now give you the option to pay online. Static Interactive utilizes PayPal to give you a choice of a number of different paper free methods, such as Visa, Mastercard and others, of paying your invoice.

On your next invoice you see a link that will direct you to the Static Interactive website. There we have instructions on how to pay your invoice via our online method. Simply click on the button and you will be whisked to the PayPal site where you will have a number of different paperless alternatives to pay your invoice.

Why did we pick Paypal? Well it seems the global economy has picked Paypal and PayPal's security has been second to none:

Did you know that PayPal handles 12% of the eCommerce transactions in the United States, and 9% globally?

Every second of every day, PayPal pumps \$2,000 of transactions through its systems. That's \$173 million in transactions per day.

How can you argue with that?!?

To discuss how you can make your payments please [contact us](#), we can help.

Check us out online at: [www.staticinteractive.com](http://www.staticinteractive.com)



### Website Effectiveness?

Here are a number of things to look at to increase the effectiveness of your website:

- The best question you can ask yourself is how will you know if my website is a success? Make specific and measurable goals you want to meet.
- Baseline and track your site. Know who and how many people visit your site and try to determine why.
- Identify the questions that you are often asked and ensure your site speaks to them.

[Contact us](#) if you need help.

## FEATURE ARTICLE—TECHNOLOGY



### Quote

A business has to be involving, it has to be fun, and it has to exercise your creative instincts.

~Richard Branson

### Humour Break

### Paying in Advance

A motorist, driving by a Manitoba farm, hit and killed a calf that was crossing the road. The driver went to the owner of the calf and explained what had happened. He then asked what the animal was worth.

"Oh, about \$200 today," said the rancher. "But in six years it would have been worth \$900. So \$900 is what I'm out."

The motorist sat down and wrote out a check and handed it to the farmer.

"Here," he said, "is the check for \$900. It's post dated six years from now."

### We appreciate referrals!

[Click here](#) to view our referral policies.

### Static Offers a New Service - Web Video

Websites are becoming more and more pervasive and interactive. Web visitors are used to the same ole, same ole. How do we keep our visitors engaged? Well this is easier said than done. The key to any good website is to have content that attracts and engages web browsers.

Just a few years ago video wasn't common place mainly due to the speed of the internet itself. Well we all know that has changed. Video is more and more prevalent. This is why we have added video production to our list of services.

We are now able to produce video spots at an affordable rate and we know this brings value to us and our clients. So if you are interested in taking the next step in the web evolutions contact us.

They say a picture is worth a thousand words then video must be priceless. For a short demonstration. [Click here](#)

### The future of computing – Are you ready?

Apple recently announced the iPad similar to the music changing iPod but aimed at the personal tech savvy consumer or prosumer, if you will. The question is – is this computing of the future? In my opinion I believe it is "close but no cigar" as they say.

So as the phones get smarter and the personal computers, laptops and tablets get smaller it looks as if we are moving to a world where a single device will satisfy all communication needs.

Imagine a device around the size of a credit card, which has a phone, camera, music or MP3 player, internet available, 4G capable and has the ability to storage of all the files, pictures and videos you need -

sound familiar? Now add on other features like payment options, radio-frequency identification and security features like biometrics. If this where the case there would be no need to walk around with money, credit cards, debit cards or a drivers license for that matter. Would you need to carry paper any longer? I think not.

So while the iPad is the next step in our technology evolution. I believe it still falls short of the features and functionality that will take us to the next level of future computing.



Article Courtesy of Brad Wirth

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To view past issues or the most current issue check out the Static website or [click here](#).

### grounding operations. igniting opportunity.

Questions, comments or feedback? [Email us](#) or call us at 866-610-2656.

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