A large, stylized letter 'T' is the central graphic. The top curve of the 'T' is green and contains the text 'GEEKLY.' in a white, pixelated font. The vertical stem of the 'T' is also green. A horizontal bar, colored cyan, crosses the stem. On the right side of this bar is a white circle with a grey shadow, resembling a button or a light. Below the stem, there is a yellow vertical bar with a rounded top. The text 'GEEKLY.' is positioned within the green top curve of the 'T'.

GEEKLY.

WEEKLY.

ISSUE 01:23 4:24:15

Meet Project Fi

GOOD KARMA BRANDS

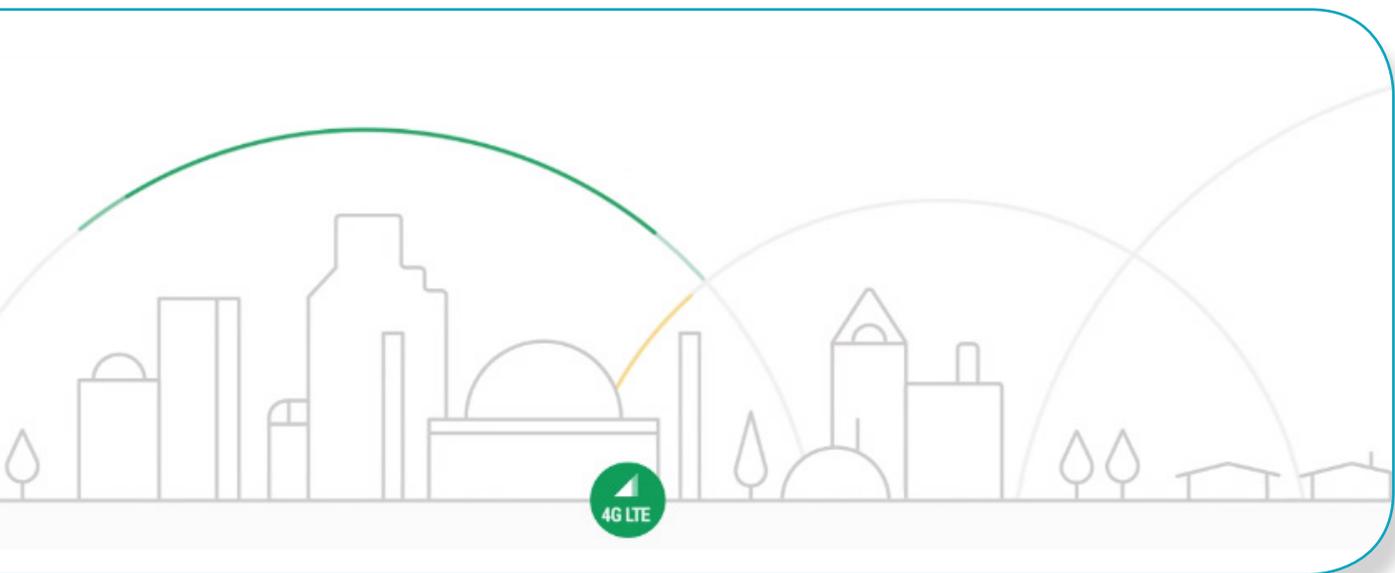
THIS WEEK

Google Unveils "Project Fi" But What is It?

Google has thrown its hat in the wireless network ring, sort of. This week, the giant officially launched the long anticipated Project Fi - promoting it as the new way to say "hello."

But how does it work?

Unlike other connectivity services like Google Fiber, where Google physically installs its own hardware and runs its own network, Project Fi piggybacks off of other networks to create a seamless transition to the strongest data network available to a wireless device, whether its a mobile network or wifi. Using a special sim card developed by Google, a Fi-connected device will constantly seek out the strongest network signal, and if a 4G network starts wavering, the device will automatically and seamlessly switch to a stronger network, whether it's 4G or Wifi - and vice versa. What Google hopes this means is the elimination of any data delay due to waivering cellular or Wifi networks, as well as a reduction of data bills for consumers due to the ability of a device to connect to any Fi-approved Wifi network, cutting down on cellular data usage.



How much does it cost?

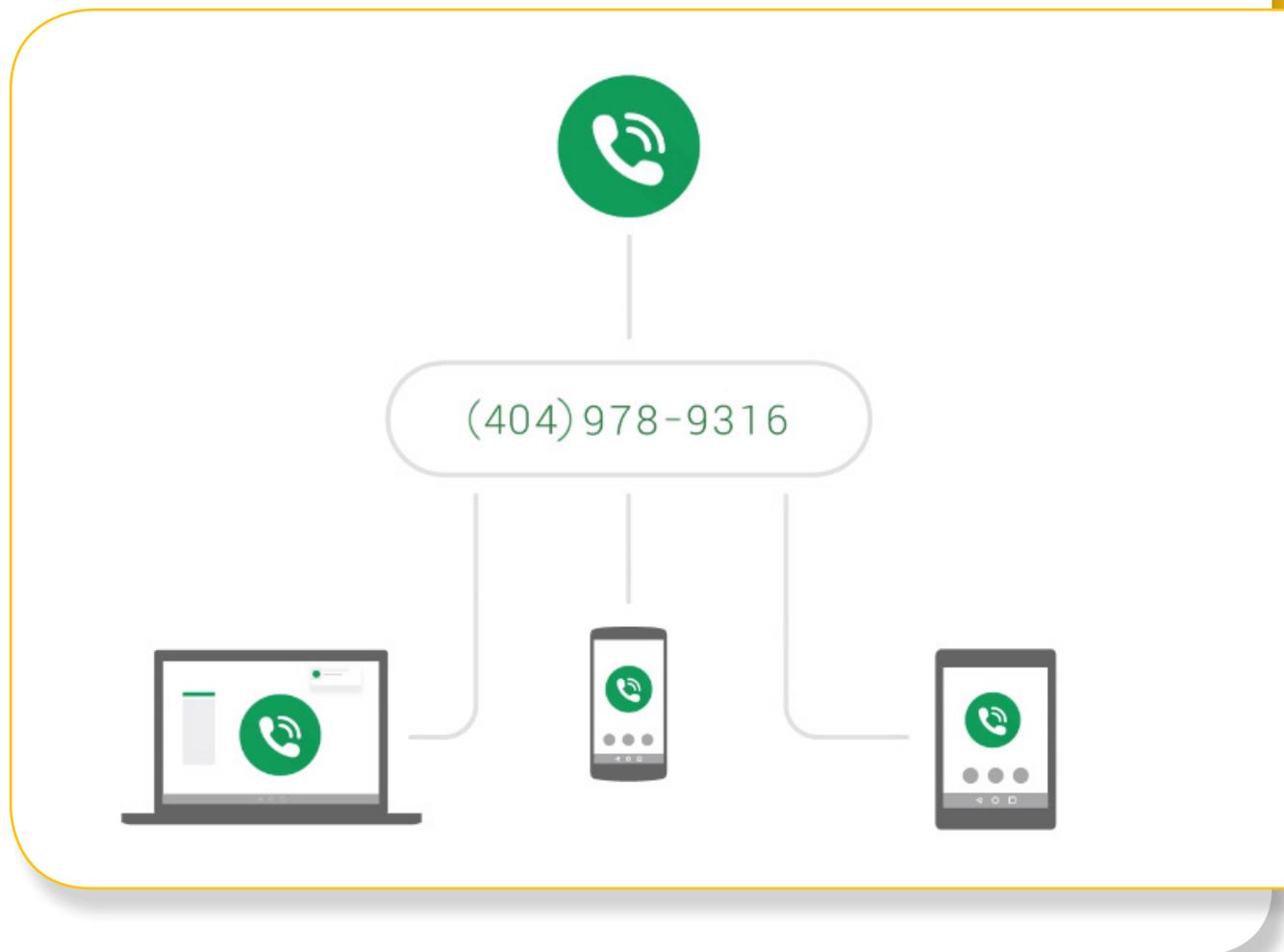
Fi's costs are broken down very simply: there's the Fi Basics (which includes unlimited talk and text and Wi-fi tethering) which is \$20/month. Then, on top of the Basics are the data costs - every 1GB is \$10. So for a Fi plan with unlimited talk and text and 3 GB would be \$50 (\$20 Basics + \$30 for 3GB). If you don't use all of your data, you will be credited back the difference in cost each month. There's no contracts, so you'll have to buy your device for full retail.

THE PROS AND CONS

Pros

There are many pros to Project Fi, even if most of them are implications. Although Fi is not available on all carriers (we'll get to that in a little bit in Cons) there is little to indicate that this type of technology and software won't eventually make its way to all carriers and all devices. This means that devices will be able to take advantage of the network switching capabilities, allowing seamless transitions between cellular data networks and Wifi, regardless of the carrier.

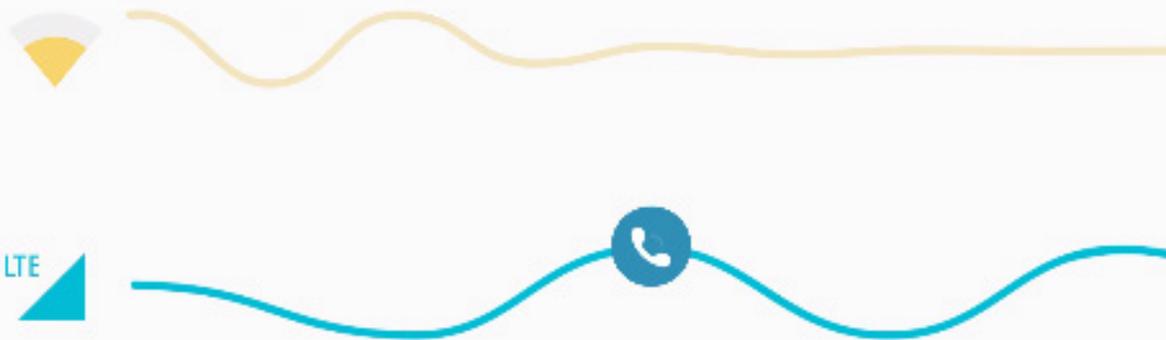
Another cool aspect is the ability through Google Hangouts to have your phone number send messages and calls to your computer or tablet - although this type of integration is currently available on Apple devices, and through some Google extensions, Fi could be a universal means for your computer and tablet to communicate to your Android device using your actual phone number.



THE PROS AND CONS

Cons

Although Project Fi promises to be the future of seamless, perfect connectivity, there is some interesting decisions regarding the networks it runs on. Google touts that what makes Fi so innovative is its ability to use two different carrier networks to connect to cellular data, however, the two networks that are currently available with Fi are Sprint and T-Mobile - the two smallest, weakest networks in the nation. Odds are this is not Google's choice, as the larger AT&T and Verizon don't necessarily plan to worry about devices needing to switch to another network to get the strongest connection. With that, it makes Google Fi look less like an innovation and more like a crutch for weak networks.



Conclusion

It's a start. Google typically does a good job at creating new ways of doing what we're already doing, and Project Fi is a sound concept and some of its implications for the future are definitely bright. But its carrier partnerships will limit a large consumer base, and call into question the necessity for a network transition service when carriers such as Verizon are striving (and will soon) have a complete nationwide network that won't require devices to fish out other networks for data. Project Fi is definitely an interesting step into the future of connectivity, but as with every new innovation, we'll have to wait a little bit to see if and when it makes a larger impact on our day-to-day lives.

COMING IN HOT

Leap Motion

Say goodbye to touching a mouse or a trackpad to navigate your computer and say hello to Leap Motion. With this little plug in, you can control your screen by simply motioning your hands. Leap Motion tracks your hand movements and makes note of how you move and interact to allow you to easily control your computer without having to touch it. The 8 cubic foot sensor range of the Leap Motion is fine tuned to sense the smallest movements to the biggest, allowing you to swipe, scroll, zoom, and even “pick up” objects displayed on your screen.

The Leap Motion starts at \$79.99 and is compatible with the latest Windows and Mac operating systems.

Check it out at: www.leapmotion.com



DID YOU KNOW?

Google owns a bunch of domains that are common misspellings of Google, like Google.com, Gogle.com, Googlr.com, and even 466453.com (466453=Google on a keypad).

We want Google to be the third half of your brain.

**Sergey Brin,
Founder of Google**

TECH TEST

What was the first “Google Doodle” (the change in the title on Google’s main page)?

- A.) Christopher Columbus B.) The Burning Man Logo
C.) An American Flag D.) Nothing

APP OF THE WEEK

Fyuse



How it works is you take a panoramic photo on your phone and upload it, there you and others can view the photo and move their device to view the photo as though they’re there.