



## Do You Own Music from Con Artists?

### Deepfakes Let Criminals Communicate Anonymously, Making it Easier to Pull Off Scams

Did you ever buy any music CDs by the "Hit Masters," the "Countdown Singers," or perhaps pick up a compilation album of hits by the "Original Artists"? If you did, you bought music by what is known as a soundalike band. You were faked out! This music is produced to imitate the sound of a popular song/artist and then sold at budget prices. The "spirit" of the sound of the song convinces buyers they have the real thing. But it is all phony! The cost of making and selling these is negligible compared to the cost of royalties for the original recording or to the licensing fees to produce and sell a "cover" version.

A similar concept exists in the film industry called the MockBuster, where a film is quickly created and distributed to imitate and pretend to be another much more popular film. In short form video—you might have heard of an analogous idea—the Deepfake.

This concept of faking has now been employed by the criminal element seeking to gain information and rewards from legitimate organizations. Deepfakes, both audio and visual, let criminals communicate anonymously, making it much easier to pull off scams. It used to be very difficult for felons to pose as someone else to gain an advantage or leverage inside an organization. But with the combination of social engineering and Artificial Intelligence software tools used to create deepfakes (i.e., anonymizing tools) the crooks have yet another weapon to employ. They can now create and edit seemingly real videos and audios of people and use them in their criminal activity. With the explosion of social media videos and photos, there is plenty of raw material for the bad guys to use to create their fakes.

Here is how it works. A top executive receives a phone call that appears to be from his/her immediate superior. Everything about the call sounds real, down to the calibration and intonation of the superior's voice. In the call, the chief demands an immediate, urgent funds transfer to another financial entity indicating that his company account will soon be credited. The executive makes the transfer and boom...the bad guys have made a killing and move on to their next victim.

*(Continued on page 2)*

## Take Note

**June 16**

WEBINAR

10-Minute Tech Talk:  
Leveraging the Power of Your  
Voice with Technology  
[www.it-radix.com/webinar](http://www.it-radix.com/webinar)  
Starts @ 12:10pm sharp

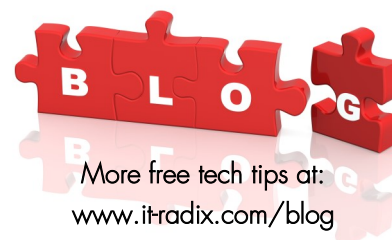
### Spring Step Challenge

Our team dusted off our walking shoes and joined forces for our Spring Step Challenge. Collectively, we walked hundreds of miles and made a donation to Mount Pleasant Animal Shelter.

### Earth Day E-Waste Results

We are excited to share that we collected and properly recycled a total of 1563 pounds of e-waste during our April electronic recycling event.

If you would rather receive our newsletter via email, sign up on our website or send an email to [resource@it-radix.com](mailto:resource@it-radix.com)



More free tech tips at:  
[www.it-radix.com/blog](http://www.it-radix.com/blog)

(Continued from page 1)

You may have already heard about some famous deepfake videos such as those seemingly portraying Joe Rogan, David Beckham or even Barack Obama. Make a point of checking them out and you can see how powerful this can be. The lesson here, especially as more work is done remotely and/or online, is that businesses must be alert to the risk and change processes to reduce the chance of succumbing to a deepfake. Always double and triple check any urgent financial request... preferably in person with the key decision maker. As to deepfake videos, many are not "studio quality." Look for jerky movement, shifts in lighting, strange blinking or no blinking at all, and poor synchronization between audio and video.

As always, the IT Radix team is here to assist in adding layers of security to protect you and your business.

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Proudly folded & stuffed by Central Park School

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## Our Staff Rocks!



We don't like to brag, but IT Radix has enough musical talent to form our own band. And our repertoire encompasses many genres: marching, rock, religious and classical. While most of our humble staff don't like to toot their own horn, it's time to shed some light on their musical talents.

We have three high school Marching Band geeks in our midst. Dylan played both the clarinet and saxophone and enjoyed slaying folks with his *Bayou Breakdown* clarinet solo. Rob played the bass drum every year because he was the only guy strong enough to carry it without complaining. And, Chuck played the trumpet and claims that "brass players have the best lips." 🤪

A few of our folks found rock music more their speed. Dylan likes to noodle around on his guitar every now and then, and Ken claims that he is 373,651 on the list of "The World's Most Okayest Guitarists." Rob was the lead singer and occasional drummer for a very short-lived heavy metal band in his late 20s.

Amy started singing in her church children's choir and her first solo was *O Holy Night* at midnight mass on Christmas Eve. Amy also won an award from the Children's Foundation for the Arts when she was 17. In high school, Rob was a member of a combined invitational choir and performed at Carnegie Hall three years in a row!

Cathy took piano lessons for 10 years and feels that music enhances most experiences. Classical music helps her focus, and her "go to" is Stravinsky. Marybeth has played the piano since she was a child and has developed a life-long love of classical music.

Robin laments that she failed at her attempt to learn the ukulele and harmonica and is throwing in the towel on any musical talents—other than air guitar.

Most of us have an innate understanding of music. Even if we can't play an instrument or sing, we can all connect with rhythms and melodies.

## The Buzz

*Our Clients Speak Out!*

*"When a critical security threat emerged suddenly in my environment, IT Radix was first to alert me of the urgency of the danger. They subsequently assisted me through a multi-stage remediation. The result of that remediation to date has been the successful evasion by our firm of a cybercrime wave that disabled IT services at 1000s of organizations that are in our market segment. Our association and partnership with IT Radix continues to succeed!"*

Michael Kozlowski, Systems Administrator — Community Health Law Project

The Community Health Law Project is a statewide nonprofit advocacy and legal services organization providing legal and advocacy services, training, and education to persons with disabilities and to organizations representing their interests.

## The Power of Your Voice

Are you currently using the combination of a camera and microphone daily to communicate while working remotely? Then you're all set to leverage the power of your voice as a great productivity tool. Most associate the power of the spoken word in terms of evoking a response from other people or animals but often overlook using voice recognition to generate a response from your computer, smartphone, or other device.

You're probably already familiar with Siri or Alexa on your smartphone. But, did you know that these are built into Windows 10 and the Mac OS too? You can turn on or off Bluetooth, ask directions, read your email or text messages out loud, stay on track by setting reminders plus so much more. I often use Siri on my smartphone to send a text message, play music, to read my schedule for the day while I'm driving, or to tell me the weather for the following day. The same can be done on your Windows or Mac PCs.

Do you spend a lot of time typing? Why not leverage another option—talking. Dictation is available in most of the Microsoft 365 Productivity suite including Word, Outlook, and more. Once your microphone is enabled, simply click on the "Dictate" button and it is listening. It may seem a little strange at first, but it can be quite handy. You may find your written translation ends up being as natural as your spoken word. You can even use your voice to insert things such as punctuation, special formatting such as bold or underlining, special characters and more.

Reap the benefits of dictation software. Save time, make things more accessible for those with disabilities or seniors, and avoid health issues such as carpal tunnel by using the power of your voice today!

## Drones Save the Day!

Much like music, it's hard to keep up with technology's new releases and latest versions of existing hits. While drones are not new on technology's "Top Ten" list, they have increased in popularity and use across several industries during the pandemic.

Companies like Amazon were granted permission by the U.S. government to start a drone delivery service. Likewise, some countries in Africa are using drones to deliver and pick up medical supplies to reduce transportation time and minimize infection and exposure risk. Several academic groups even used drone technology to conduct symptoms tracing, enabled by thermal imagery and artificial intelligence.

Technology has been a lifesaver for us during this pandemic providing ways to work remotely and even order groceries, supplies, and dinner online. Incredibly, technology continues to help the world in more ways than we realize!



**"They say music can make employees more productive. Get back to work or I'll start singing!"**

## June 21 World Day of Music

The World Day of Music highlights music's universal appeal. It's meant to make music more inclusive and encourage people of varying skill levels to interact a lot more with all types of tunes.

Many of our IT Radix team members share the love of music. Check out the article on Page 2 to learn more about our musical talents and see how our staff rocks!





"We should make some time in between and organize our life, relax ourselves and spend more time with our family, friends, and pursue our own hobbies."

— Robert Gallagher

## email **TIP** productivity

### Turn Off Notifications

Why? It's a major distraction! Every time you get a ping that you received an email, it pulls your focus away from what you were doing. Over the course of a day, you might get several pings, equating to a lot of wasted time. A best practice is to set aside a block of time for reading and responding to emails.

Contact IT Radix for more tips on staying productive online!

### From the desk of Cathy Coloff



The month of June acknowledges some of the diversity in our country by celebrating both Juneteenth and LGBTQ Pride Month. Given that we like to celebrate holidays at IT Radix, I think it's fitting that we shed some light on these two important times of observation.

Juneteenth is a holiday that commemorates the effective end of slavery in the U.S. on June 19th, 1865. It is a celebration of freedom—one of the very foundations of our country. LGBTQ Pride Month honors the 1969 Stonewall Uprising in Manhattan which was a tipping point for the Gay Liberation Movement in the United States.

Sadly, racism and discrimination of all types exist on all levels in our country and I, for one, am pleased to see people everywhere acknowledging the issues and moving towards more fair, just, and inclusive actions. I do not know all the answers, but I do believe that we all need to come together to learn about the issues, reflect on our own thoughts on injustice and work towards making the world a better place for all.

I'm optimistic that despite our individually diverse backgrounds, preferences, and goals, that in our great country, we can live together in harmony.

## Our Clients Come First

When playing music, keeping track of the tempo is the first and most important thing...otherwise, nothing sounds right. Similarly, in our approach to business, we believe the first thing we must keep in mind and act on is our core value of Clients First. It has been said that when you know what you value, then decision making is easy. That is true for us; we always put our Clients First and foremost as we make decisions on how best to approach their IT needs.

Striving to exceed client expectations is our top priority. Our team of IT Radix professionals focuses on a "client first" mindset to ensure their IT infrastructure and support turn out harmonious and pitch perfect! Our clients are the center of our universe and nothing happens without them; that is why they are always FIRST for us. Check out our testimonials page on our website to see what some of our clients have said about us!

*"I grew up believing that the 'Customer Comes First' and their needs and requirements should always be a top priority. Afterall, if it were not for our clients, none of us would be here. I am so grateful that IT Radix and I live by the same core value."*

— Paula Stone, one of our awesome IT Radix Team members