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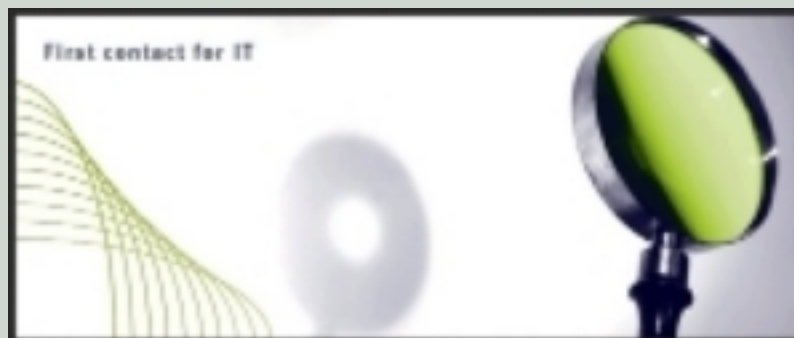
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Hello everyone!

Welcome to the second P4Digital June newsletter! Your bi-monthly update into the Digital Revolution in Toronto and beyond.

Here we have exclusive news, resources, tips and more!

Read, enjoy and we'll see you at Velocity!



TOP DIGITAL NEWS JUNE 2014

- **Instagram** is expanding advertising in its App to the UK, Canada and Australia later this year. This move comes on the heels of its initial successes in putting advertisements in its US versions.
- **Paypals** President is stepping down to join Facebook and lead its Messaging products services. This move comes without prior warning.
- **Tinder** is trying to get into the Photo Sharing business. It has just released a photo sharing App called Moments. They are trying to rebrand themselves as more than just a hook up App.
- **Evernote**, the note taking App, has been targeted by cyber attacks, rendering its services useless to many customers.
- **Google** buys satellite maker Skybox Imaging for \$500M - they hope to build more

satellites to carry internet signals to remote areas.

- **Kickstarter** brought back **Reading Rainbow!** LeVar Burton hit his goal of 1 million in less than 24 hours on the site, and continued to break all existing Kickstarter fundraising records.
- **Structur3D Printing**, a Kitchener Ontario based company that makes a 3D printer tool that prints icing, hit its Kickstarter campaign in less than 24 hours.
- **Apple** may stop using the standard 3.5mm **headphone** connector in favour of its proprietary connector, the lightning port. If they do that, old headphones will no longer work the new Apple products. Since Apple recently bought headphone maker **Beats Audio**, it makes sense they would be connected.
- **Tweetdeck** users were hit by a coding attack, which ended up re-tweeting garbled code. The entire site had to be shut down while it was repaired.
- **Facebook** has 'accidentally' revealed its new image messaging app by posting it on Apples App store. It is called **Slingshot**, and features sharing photos and videos and sending reaction shots. Like Snapchat, all photos are deleted after its sent. It has now been taken down from the App Store.

P4Digital Editorials

Trending



It really all began with the **Arab Spring** in 2010.

Social media played a huge role in that entire affair. In fact, the media coined the term '**Twitter Revolutions**' in an effort to define what the world was seeing.

In the past, media provided a filter. If something was on the front page of the evening news, it was considered important. If it was buried deeper in the paper, or later in the newscast, it could often be disregarded as unnecessary.

Twitter changed that.

First Impressions at Job Interviews



First Impressions definitely make a difference, make sure it is a positive lasting one.

First Impressions can make you or break you. They are so important in setting the tone for the whole interview process and helping you advance to the next level. Where once again you will be starting all over and again need to make a great "First Impression".

Creating that first impression starts before you even leave your house:

- what are you wearing
- don't use too much perfume or cologne, it

Today, anyone can broadcast—whether it's a distraught mother, a crusading journalist, or an angry Canadian complaining about **#firstworldproblems**.

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can be overwhelming and the interviewer may be allergic

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P4DIGITAL HIGHLIGHTS



P4Digital Staff Showcase

Meet Ben

Ben is our resident sports fan and can always be counted on to explain the score, both in sports and in business.

A graduate from the Business School at Wilfrid Laurier University, he trained with the best of the best. Having started his career as a Business Analyst, he is now a technical recruiter and brings his vast experience to the Planet4IT team.

If you have any questions about software product development, sever/network infrastructure, data analytics, or the line up for the Blue Jays, he's the man to talk to.

Ben can be reached through phone, email or by searching the Rogers Centre during a game.



FEATURED CANDIDATE

Meet Ken

Meet **Ken**, an Expert Analyst for the Digital Revolution. A leader who is always pushing himself onto bigger and more challenging goals, he brings staggering confidence and determination to each of his projects.

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Featured Job of the Week

Data Architect

The world is changing faster than ever in the Digital Revolution, and companies and employees together are struggling to keep up. Our client, a leader who is known for their exceptional services, values and trust is making amazing strides and transformations in this changing landscape.

They have an **opportunity** for a **Data Architect** who can help them through this transition.

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