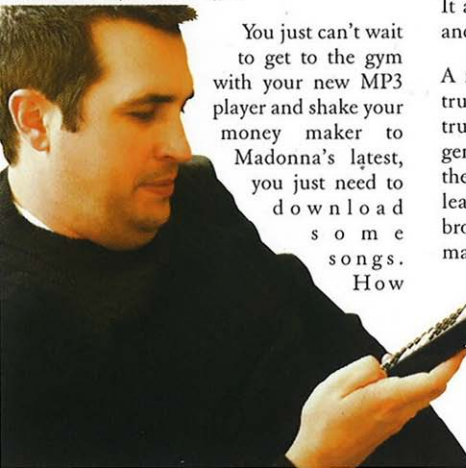


# It's Rostie to the rescue!

It looks easy enough in the store. They tell you there are detailed diagram instructions. It's just a few colour-coded cables. How hard can it possibly be to hook up a home theatre surround sound to your new TV?

Your new software has an installation wizard that will prompt you to accept or decline options as the installation progresses. It's a cinch to do yourself, right?

A man with short dark hair, wearing a dark jacket, is shown in profile from the chest up, looking down at a mobile phone he is holding in his hands. The background is dark and out of focus.

You just can't wait to get to the gym with your new MP3 player and shake your money maker to Madonna's latest, you just need to download some songs. How

difficult could it be? Everyone's doing it.

The secret is, any time you have to ask yourself "how hard can this be" the answer is usually "very, very hard." It always sounds easy in the store because your salesperson has done and explained the set-up many, many times. If you're not tech savvy, no amount of explaining will really prepare you for set-up.

It always feels embarrassing to ask for help and admit that you can't figure it out.

A recent Ipsos Reid survey found that the truth is, not many of us consider ourselves truly tech-savvy. In regards to technology in general, only 22 per cent of Canadians view themselves as an expert or very skilled. That leaves a whole lot of us wishing we'd brought tech support home with us when we made our last purchase.

And that's when Rostie comes to the rescue!

You need tech help and there are companies out there to fix what you can't. Rostie Tech Rescue has the support staff that are at the top of that 22 per cent. They know

how to hook up a home theatre and include a video game system, DVD player, and digital cable box into the mix. They can set up any software and even give you the low-down on how to use your new operating system. And if you're constantly being told that your images are "too low res" to print, they will not only explain what that means, they will show you how to set up your digital camera to take big, beautiful, printable pictures.

Let's face it, we all have a button we don't touch because we don't know what it does. Whether it's on a phone, one of the remotes, the camera or on some other piece of technology, you bought it, you paid for its capability, don't cheat yourself out of its benefits just because the manual is too difficult to comprehend. Call for some help from Rostie Tech Rescue. They'll come to your home and do as much set-up and as much training on your technology as you need, as basic to as advanced as you want, leaving you free to enjoy. If problems arise at any point, they are a phone call away.

If you're stuck, call 416-915-TECH or visit [www.rostietechrescue.com](http://www.rostietechrescue.com) for more information and help from Rostie Tech Rescue.