



Curious about *Pokémon Go*?

First, let me say that [*Pokémon Go*](#) is a game, so if you have no interest in using your smartphone to play a game then you can skip this newsletter entirely. But if you have been curious to know what all the fuss is about (Nintendo stock shot up 120%, but has since come down some) I thought I would talk a little bit about it. *Pokémon*, as game characters, have been around for about 20 years. *Pokémon* are species, up to 722 of them and counting, that you try to capture. *Pokémon Go* uses your smartphone camera and GPS to see the world around you and adds animation to "[augment reality](#)". On your smartphone you would see an animated version of whatever you point your phone at with *Pokémon* species added to the screen. You then fling objects at the *Pokémon* to capture them. As you capture *Pokémon* you accumulate points.

Here is how the game creator explains it:

"Get on your feet and step outside to find and catch wild *Pokémon*. Explore cities and towns around where you live and even around the globe to capture as many *Pokémon* as you can. As you move around, your smartphone will vibrate to let you know you're near a *Pokémon*. Once you've encountered a *Pokémon*, take aim on your smartphone's touch screen and throw a *Poké Ball* to catch it. Be careful when you try to catch it, or it might run away! Also look for *PokéStops* located at interesting places, such as public art installations, historical markers, and monuments, where you can collect more *Poké Balls* and other items."

[Official Pokémon Go Website](#) (click Watch the Trailer to see it in action)

[Wall Street Journal - 12 Signs You're Playing Too Much Pokémon Go](#)

You won't see me playing the game but if you see young people walking strangely staring at their smartphone screens and bumping into things, then quite possibly they are playing *Pokémon Go*.

Newsletter Archives

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Some of my clients do not realize that my business has expanded to all mobile devices. In fact, any consumer electronic product that you can purchase I can help you with. So if you would like help setting up or syncing your new smartphone or tablet or connecting your new WiFi TV to the Internet, just let me know.

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