



## May Newsletter: Laptop Lojack

Hello!

As you may know, last year we changed our name from Personal Technology to Cartwheel.

In this month's newsletter, you'll get a new perspective on rebranding, from a company that's just done it. We'll lay bare our experience with rebranding, and hopefully help you decide if it's for you.

All the best,  
Rafi Kronzon  
Josh Feder  
Cofounders

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### **Lojack for Laptops**

For those of you who haven't heard of Lojack for cars, Lojack for laptops is a tracking software installed on your computer in case it gets stolen.

After you file a police report, Absolute Software listens for your computer if and when the thief goes online. By tracking the user's online activity, the company can usually gather enough information to secure a warrant and send police to knock on the offender's door to collect your computer. If installed on a Windows computer, the software may be able to survive an operating system reinstallation and even hard disk reformatting. On a Mac operating system, it will not survive a reinstallation however the software makes it difficult for the average user to delete.

Lojack for Laptops is between \$39.99 and \$59.99, a year depending on the edition. The difference between editions? The Premium Edition offers Data Delete, which may allow Absolute to remotely delete data on your hard drive as well as an "up to \$1000 service guarantee" if they are unable to recover your laptop or complete the Data Delete.

We've installed LoJack for Laptops, but unfortunately couldn't really test it because reporting a fake theft is definitely not part of our standard testing procedures.

So is Lojack for Laptops worth it? Not in our eyes. Sure, you may lose your laptop, but we think your data is worth a lot more to you than the laptop itself, and it's unlikely that Lojack can help there. Stolen laptops are most often quickly wiped,



moved around, and sold in pawnshops. If you protect your data by backing up regularly and keeping a password on the hard-drive of your laptop, you're data are probably safe. The truth is, the laptop that you bought last year is now worth a few hundred dollars, and \$60/year seems like a lot to pay. Finally, we're also skeptical of Lojack's claim that 3 out of 4 laptops are recovered.

If you have any questions about LoJack for Laptops, or any other software, give us a call at 212 206 9619 or shoot us an email at [hello@cartwheelit.com](mailto:hello@cartwheelit.com)... we are happy to help!