



## **The CONNECTION™**

March 29, 2007

### **Sorting Through the Noise**

When sending radio messages to guided missiles and airplanes, engineers have to account for three kinds of signals—information, data, and noise. Failure to sort one from the other can mean disaster.

What's the difference?

- **Information** - instructions and other information relevant to the success of the flight
- **Data** - numbers and raw information without context that has to be translated before it's useful and turned into information
- **Noise** - electronic signals of no value or relevance to the flight, which can get in the way of clear interpretation of necessary signals

When you communicate with your customers, are you sending noise, data or information?

**Contact Communispond**  
marketing@communispond.com  
800 529 5925  
www.communispond.com