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mbug-pc newsletter

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Website Design

Greg Hyde, Creative Consultant and owner of **Assimilated Multimedia**, will be speaking to us this **Friday, July 7th**. This is a great chance for you to finally find out all you need to know about starting your own web site, for work or play. Learn how to create web pages from the basic principles to more sophisticated aspects, such as knowing what software you need, making your site look good, publishing your site, and more. Learn as much about the web environment, authoring, graphics, multimedia and interactivity as you can in what is sure to be a very short hour!

Greg has years of experience in Internet marketing, designing and re-designing websites for individuals, businesses, non-profits, and clients in the world of art and entertainment. In addition to the e-world, Greg teaches classes in **iTunes**, **iPhoto**, **iDVD**, **iMovie**, shooting and editing video, camera lighting and sound, and in creating training DVDs at the **Salinas Adult School**.

And it doesn't stop there: Greg also writes songs, is a member of an "Americana/Folk/Pop acoustic vocal trio," creates and edits video (he converts home videos, slides and old film onto newer media) and is a professional photographer. As diverse as this may all sound, it all comes together in being well-qualified to show us the many creative aspects to presenting your, your family's or your business' image and in using these dimensions to build a professional-looking website.

Check out Greg's really good-looking and nicely-designed website (good colors, graphics, rollover buttons and page links) at www.assimilatedmultimedia.com. It even sounds good—you can sample some of his music before you order his CD! This is a presentation you won't want to miss! Questions? call (831) 643-0579 or e-mail ghyde@aaammm.com. ♦

MBUG-PC/Club Mac Potluck Picnic



Saturday, August 19 at
Canterbury Woods,
Pacific Grove.

Details
on page 5.

Join us on

Friday JULY 7th 2006 at 7pm

**Pacific Grove Adult Education Center
1025 Lighthouse Avenue, Pacific Grove**

**FREE and open to the General Public, MBUG
Members and their friends! Bring along a guest or
two and learn something new.**

VOLUNTEERS NEEDED FOR THESE GREAT MBUG-PC POSITIONS!

Program Chair

Find and schedule First Friday General Meeting Guest Speakers.

Publicity Chair

Publicize MBUG in local publications and to members on the Listserv.

Workshop /SIG Leaders

Share your knowledge: run workshops or Special Interest Groups monthly/bi-monthly/quarterly

Meeting Reviewers

Attend General Meetings (or any other ongoing workshops) and write 500-word-or-less reviews.

Hospitality

Provide coffee service at First Friday General Meetings
(store equipment and supplies, bring the needful and set up for coffee and goodies).

E-mail or call Vice-President **Don Slaiter** at slaiter@pacbell.net ☎ (831) 655-4443 and 657-4154

MBUG-PC BOARD OF DIRECTORS

Carolyn Lake President 643-2023 lakelyn@ix.netcom.com
& Video Project Team
Donald R. Slaiter .. Vice President, 655-4443/657-4154 slaiter@pacbell.net
Assistant Treasurer, Membership Chair
& Lead Mtg Facilitator
Tom Streater Secretary, Treasurer 657-4249 tom223@pacbell.net
& Newsletter Proofreader
Regina Doyle Publishing Editor 375-4496 reginadoyle@aol.com
S.Jack Lewtschuk. Columnist 757-0123 blacklion@royal.net
& Immediate Past President
Charlie Mehlert Workshops Coordinator .. 375-0316 mehlert@sbcglobal.net
Clive Sanders Advisor / F1 Help 375-5376 simbacli@pacbell.net
Gary Stephens Workshops Coordinator.384-2440.. garykstephens@sbcglobal.net
& Vice-Photographer

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MBUG-PC VOLUNTEERS

Jim Anway Workshop Leader/F1 Help . 625-5618 AnwayJ@comcast.net
Joe Asling Video Project Coordinator .. 641-9560 jasling@pacbell.net
Bill Baumgardt Workshop Leader 372-5500 wwwb2@comcast.net
Eileen Begley Workshop Leader 655-4884 eb@spyderbytes.com
Richard Binsacca . Raffle Sales 678-2518 .. rjbinsacca@sbcglobal.net
Bill Bowles Columnist 375-3954 B@bowles.com
Margaret Bradbury Workshop Leader 657-4119 .. mgradbury@redshift.com
Norma Cocklin Canterbury Woods 657-4257 nmchec@aol.com
Liaison & Newsletter Proofreader
Joyce Elisha Video Project Team & 646-9603 ellias@msn.com
Ink Cartridge Coordinator
Ralph Games Meeting Facilitator 394-8876 gamesri@redshift.com
Jim Hinwood Columnist ehinwood@msn.com
Bill Hyler Photographer 624-4456 hyler@comcast.net
Lee Keely APCUG Rep & F1 Help 626-8033 Lee@leekeely.com
Kristen Knutson ... Special Projects 375-6072 mcle@msn.com
John Laughton Legal Advisor 649-1122 john@netlawyers.com
John Rowe Columnist 384-3617 johnr@redshift.com
Bob Stephan Historian, F1 Help, 646-1373 bob@bobstephan.net
Columnist & Workshop Leader
Bill Stockton Recording Secretary 384-6130
David Thorp Video Project Team 373-4623
Ed West Webmaster /Listserv Owner . 372-6200 captain@mobie.com

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MBUG-PC benefits: Computer Help, the Newsletter and 15 - 20% Discount on Computer Books at Borders and Waldenbooks with MBUG-PC Membership Card (see Don Slaiter for card).

CAROLYN'S VIEWPOINT

Carolyn Lake
President



photo: Bill Hyler, MBUG-PC

BACKUP AWARENESS MONTH

The recently merged company of **Seagate/Maxtor** declared June to be **Backup Awareness Month** as a consumer awareness service by this large manufacturer of hard drives. As a result, we have received mail about various on-line resources and articles reminding us all of the importance of scheduled, consistent backup of our valuable files, photos, and other data. One spin-off was a generous offer to user groups of two free copies of the new **NTI Shadow** backup software product from **Andy Marken** of **Marken Communications** in Santa Clara. MBUG will be receiving these and providing them to members at a future raffle.

APCUG (Association of Personal Computer User Groups) Director **Ira Wilsker** provides an interesting non-technical commentary on backup considerations on the APCUG website at www.apcug.net/editorial/2006/2006.htm. His article in part draws from the "best practices" that are being promoted by Seagate/Maxtor. Ira's comments on their tips are as follows:

■ Develop a backup schedule

Make it routine, and not a task that we have to remember to accomplish. Most modern backup software and utilities either backup in real-time (NTI Shadow), or can be scheduled at predetermined times (NTI Backup NOW!).

■ Back up everything

It is not necessary to waste time sorting data, as the speed of backup utilities, hardware, and hard drives, as well as the large capacity of new hard drives, make it unnecessary to determine what to backup

■ Give yourself room to grow

The rule of thumb listed on the Seagate site recommends that the minimum size of backup drives (or other media or storage solutions) should be at least double the current size of the hard drives being backed up.

■ Back up automatically

Referred to in the industry as "Set it and Forget It", this is a viable adjunct to backing up on schedule. Some real-time off-site backup services use a high speed internet connection to automatically back up all new data to an external location. Many software utilities are almost transparent and perform backups automatically and unattended.

■ Rotate backups

Use more than one drive or other system for backup. There are always risks that the backup itself can be damaged or otherwise flawed, and there is safety in redundancy. It is a good practice to store at least one current backup physically away from the location being backed up such that a catastrophe (fire, flood, etc.) at the host will not destroy the backup. It is also a good idea to be able to take a backup with you in the event of a crisis.

■ Don't procrastinate

Do not put off until tomorrow what you must be doing today. The complete Murphy's First Law of Computing is, "A properly backed up hard drive will never fail, but the first time that you do not have a current backup, your hard drive will always fail at the most inopportune time." Sadly, all too many of us learn the importance of a backup immediately after our hard drive fails, as we come to the realization that all is lost.

Those are all good comments from Ira. For more details and a fun game, see the Seagate/Maxtor special website at www.backupawareness.com. For more on NTI Shadow, and related products, see www.ntius.com.

An on-line article, "*User-Generated Content is Called 'Priceless,' Yet Many Don't Back up Data*", available at <http://biz.yahoo.com/prnews/060516/sftu059.html>, reports the national state of mind on the subject: nearly half of adult US computer users do not back up their digital content! What is the most common reason given for not backing up? People are not sure how to or think it is too technical. Many MBUG meetings on the topic have at least gotten me past this, and I'm happy to say I'm not in the 11 percent who said they never knew they had to do it. Yet, if you, like me, feel the need to learn more, look for workshops (such as **Tom Lorentz's** or **Chris Czomba's** described on page 14), or call one of our **F1 for Help** people for pointers (see page 11). ♦

lakelyn@ix.netcom.com



THINGS, THINGLETS & THINGASSOS

S. Jack Lewtschuk
MBUG-PC
Columnist



photo: R. Binsacca, MBUG-PC

Microsoft Security Reminder

If you receive an e-mail that claims to be distributing a **Microsoft Security Update**, it is a hoax that may be distributing a virus. *Microsoft does not distribute security updates through e-mail.* You can learn more about Microsoft's software distribution policies at: <http://go.microsoft.com/?linkid=3607834>.

Technical support is available from Microsoft Product Support Services at 1-866-PC SAFETY (1-866-727-2338). There is no charge for support calls associated with security updates.

A Little Known Danger of Gift Registries

Many wedding, baby and other gift registries make recipient addresses publicly available. Others will simply give out an address to anyone who asks for it. This can obviously be dangerous especially when you couple this information with the date of the event. Thieves can easily figure out when a house is more likely to be unoccupied—and perhaps even filled with gifts!

What action can you take? When you set up a gift registry, make sure your address will be kept private. Do not use an online or offline registry that makes your address available to anyone visiting the website.

More Ways to Prevent Being Victimized

A few handy websites to help keep you and your family from falling prey to other dangers on the Internet, and possibly at home are:

- **Identity Theft Resource Center** <http://www.idtheftcenter.org/index.shtml>
- **National Sex Offender Public Registry** <http://www.nsopr.gov>

■ **Office of the Attorney General – Megan's Law** <http://www.meganslaw.ca.gov>

On Genealogy

Dear Abby:

I have always wanted to have my family history traced, but I can't afford to spend a lot of money to do it. Any suggestions?

Sam in California

Dear Sam:

Yes. Run for public office.

Abby

You Can Start Your Day with a Positive Outlook, If You Have a Computer

1. Open a new file in your PC.
2. Name it "Housework."
3. Send it to the Recycle Bin.
4. Empty the Recycle Bin.
5. Your PC will ask you, "Are you sure you want to delete Housework permanently?"
6. Answer calmly, "Yes," and click the mouse button firmly.

Feel better?

Vista is Coming! Vista is Coming!

Are you ready to make a choice? Unlike **Windows XP**, **Windows Vista** will give you several different "flavors" from which to choose—different versions of Vista are being designed to fit the way you use your PC:

Windows Vista Business

Regardless of the size of your organization, Windows Vista Business will help you lower your PC management costs, improve your security, enhance your productivity, and help you stay better connected.

Windows Vista Enterprise

Windows Vista Enterprise is designed to meet the needs of large global organizations with highly complex IT infrastructures.

Windows Vista

Enterprise can help you lower your IT costs while providing additional layers of protection for your sensitive data.

MBUG-PC/Club Mac Potluck Picnic

Saturday 19 August, 2006

It's time to sign up for our Joint Annual **POTLUCK PICNIC** which will be held at **Canterbury Woods, 651 Sinex at Forest Avenue, Pacific Grove,** from **12 noon to 3 pm.**

You bring a **potluck dish** (a home made or store bought appetizer, salad or dessert of your choice) and a tiny **donation** to defray costs (\$5 per person for people over 12 years of age in advance; \$7 per head on the day of the event). MBUG will provide a **BBQ** (hamburgers, hot dogs, buns, condiments) and **drinks** (soft drinks, wine and beer), and run the raffle and computer quiz.



Family and Friends Welcome!

MBUG Members are encouraged to bring significant others, kids or pals. It's our chance to socialize, eat and chat with each other.

VOLUNTEERS NEEDED!

We need help: calling members before the event, setting up, shopping for drinks, taking photos, grilling dogs & burgers and helping with other light duties. Ideas? Questions? Volunteers?

Contact **Regina Doyle** ReginaDoyle@aol.com or **Kristen Knutson** mcle@msn.com ◆

Windows Vista Home Premium

Whether you choose to use your PC to write e-mail and surf the Internet, for home entertainment, or to track your household expenses, Windows Vista Home Premium delivers a more complete and satisfying computing experience.

Windows Vista Ultimate

If you want all of the best business features, all of the best mobility features, and all of the best home entertainment features that Windows Vista has to offer, Windows Vista Ultimate is the solution for you. With Windows Vista Ultimate you don't have to compromise.

Windows Vista Home Basic

Windows Vista Home Basic is designed to deliver improved reliability, security, and usability to home PC users who just want to do the basics with their PCs.

A **router** on the other hand connects networks to networks. For example, you need a router to connect a home network (your computer) to the biggest network of all, the Internet. A hub is also necessary for this connection—most routers come with a built-in hub.

If you want to connect a home network to the Web, make sure you have a router/hub, not just a hub.

See, it's simple stuff, really!

Bad Stuff (1)

"Malware" is a generic term simply meaning "malicious software." It is a non-specific term referring to any deliberately harmful software including, but not limited to, Trojans, worms, viruses and spyware.

Research from **Microsoft** reveals that malware is on one in every 311 Personal Computers. About 16 million pieces of malware were found from the sample group of more than 270 million users of the **Windows Malicious Software Removal Tool** which performed 2.7 billion scans from January 2005 to March 2006.

The research found that 35 percent of computers were infected through e-mail, peer-to-peer networks and instant messaging clients. ◆

blacklion@royal.net

Mocha with nuts will come out in 2007.

NOVICE CORNER

Hubs & Routers

A **hub** is used to link computers. If you have more than one computer at home or work, you can hard wire all of them into a central hub. This makes it possible to share documents, printers and all other data and peripherals among all the computers connected to the hub.

DRIVING THE FRONTSIDE BUS

Jim
Hinwood
Columnist



photo: Bill Hylar, MBUG-PC

INTEL ON THE REBOUND?

After three years of difficulties, **Intel** will present three new processors in July and August of 2006. The new **Intel Core** and **Core 2 Duo** microarchitectures are designed to deal with “excessive power consumption and resulting heat problems”. This rings the death knell to the 13-year-old **Netburst** architecture with its emphasis on clock speed at the expense of power consumption and heat.

Intel has given up its plans to take the Pentium 4 to 4GHz and has gone to multi core architectures to provide higher performance with less heat. By 2007 the move to multi core will be complete, and then 4 and 8 cores after that. In between the multicore move will be refinements such as 45 nanometer production. Intel claims to be a year ahead of the competition in 65 nanometer production as **AMD** is still in 90 nanometer production. By the second half of 2007 they will move to 45 nanometers. Smaller cores will be better for multicore CPU’s and also are more profitable (you can get more chips per silicon wafer). Intel is a powerhouse when it comes to research and development.

Newer, Smaller, Better

These three new chips have the code names of: **Woodcrest** for servers, **Conroe** for desktops and **Merom** for

notebooks. Also near the same time Intel will release **Broadwater**, a new chipset for desktops. Intel will also cut jobs; advertising, marketing, and design teams are too large in comparison with competitors. CEO **Paul Otellini** is trying to trim the company to fighting weight. In the business environment of today as profits dwindle you can cut expenses and improve efficiency to improve margins. As an older company with tremendous success, there is a tendency to acquire a burden of inefficiency and bloat as a by-product of success. When profits are running high and competition is low, there’s a tendency not to worry as much about efficiency.

Intel recently announced that its profits are coming in down about \$500 million for the first quarter of 2006 from those predicted in January. They put a good face on things by saying that a weak market and a “slight” loss of market share contributed to this weak quarter. Analysts agree that the market is weak but put much more emphasis on loss of market share. I have seen this recently when I go to **Circuit City** and all of a sudden there isn’t an Intel chip to be found. All the **Compaq** and **Hewlett Packard (HP)** computers have 64 bit AMD chips in them. I couldn’t find many computers without AMD. Of course most of the computers they carry are HP, Compaq, and some **Sony** products which still use Intel. Soon Sony may have all new processors. Sony, **Toshiba**, and **IBM** are currently working on strained silicon 90 nanometer “Power” and “Power PC” chips.

AMD has recently created stronger ties to computer makers but still can’t crack **Dell**. If Dell would go to at least offering an AMD chip version it would be huge

for AMD. In the first few months of 2006 the US retail desktop market (accounting for about 10 percent of the world market) was dominated by AMD, market share climbing to 81.5 percent to Intel’s 18.5 percent, almost a complete reversal of what it used to be. In notebooks Intel has declined to 63 percent but still controls the market. The average AMD desktop currently goes for \$578 as opposed to the Intel average of \$780.

Another Race for the Lead

It’s obvious that Intel needs a winner with their new chips to regain their status. The first reports are good with Intel’s new chips outperforming AMD by 20 percent, although the tests were performed on an older motherboard, with an outdated BIOS, and the tests were conducted by Intel. Some people claimed bias, but there are always claims of optimizing tests in favor of a specific chip. It will remain to be seen yet whether Intel will regain the performance crown. All we have at the moment is marketing hype, and we have yet to see what the response will be by AMD. The beginning of a new architecture always brings initial performance gains but then it usually goes back to ramping up clock speeds until the next change in architecture.

The Power of Hype

To me it seems obvious that when marketing to the uninitiated certain buzz words and simple concepts can mislead people. AMD always claimed that there were many more factors to be considered than pure clock speed for overall performance. But GHz were the one thing people could look to for measuring performance. When you saw a 2.4 GHz AMD **Athlon** and you compared it to a 3.4 GHz **Pentium 4**, it seemed that the Pentium 4 was 1 GHz

THE FRUGAL COMPUTERIST

by Bob “I Don’t Do
Windows” Stephan

Bob “I Don’t Do Windows” Stephan is an OS/2 enthusiast with over 40 years of computing experience. He welcomes comments and questions that The Frugal Computerist can respond to. He can be reached at bob@bobstephan.net. Bob’s home page is at <http://www.bobstephan.net>.



photo: Bill Hyler, MBUG-PC

faster ... but not necessarily. This is what AMD tried to point out but only gamers were listening. Now Intel is suffering under the same handicap. Nobody wants to buy a 32-bit computer which will soon be obsolete when we move to 64-bit. So even though you can’t really use 64-bit computing completely, it will give you the capability you will need when the inevitable change comes. Why buy a computer which will be obsolete in two years when you can buy one that, with upgrades, might be good for five years and will perform better and better as software and operating systems make use of the latent capabilities? As we move to 64 bit, your computer would just improve. This has undeniable appeal that has been underestimated by Intel.

At this point Intel can’t afford to underestimate AMD any longer. AMD is making large strides but is still at a disadvantage when it comes to working capital and R&D (research and development). With the profits being made recently by AMD, things could change dramatically soon.

Late Breaking News

There are two articles in a recent issue of **CPU Magazine** on this same topic: **Anand’s Corner** “AMD is Getting Serious”, and **The Shark Tank** “Netburst’s Swan Song.” Also, as I was finishing this article, I noticed a huge development: Dell has broken with the Intel exclusive and has committed to AMD on multiprocessor servers. **AMD Opteron** chips have outperformed **Intel Xeon** processors for a while now. Will Dell soon move to AMD for desktops too? Stay tuned—things are getting very interesting!◆

ehinwood@msn.com

Are You Eating Too Much Spam?

In January 2005 I wrote about controlling spam. One method was described in the following paragraph from that article:

*“The service I subscribe to is **SpamArrest** at spamarrest.com. SpamArrest checks my e-mail on my regular email account and lets authorized mail through unhindered, but it stops all other mail and sends out a reply asking the sender to verify. A real sender can verify that the mail was sent by a real person and then is automatically added to the authorized list. Spam is never replied to so can never get verified and is held to be disposed of as you specify in your preferences. You can check the held mail online if you want to and manually authorize or delete as you see fit.”*

Now SpamArrest has added a new feature at no extra cost: disposable e-mail addresses. You can specify as many e-mail addresses as you like to use for different purposes. For example, if your user ID on SpamArrest is MaryJones you can specify e-mail addresses in the format, “*maryjones-xxxxxx@spamarrest.com*.” The hyphen is required but you can replace the “xxxxxx” with anything you like and the mail will be delivered to your Spamarrest inbox.

By using these disposable e-mail addresses you can avoid giving out your real e-mail address to places where you don’t expect to have a lasting relationship. When you start receiving annoying e-mail, you can delete the address and you will never hear from that place again.

More Anti-SPAM Solutions

I will briefly mention a few other spam solutions that I have read about but will let you research them at the indicated websites for yourself. I’m sure you can find other solutions and I encourage you to write about them in the MBUG-PC Newsletter as a service to other members.

There are several online services that offer free, disposable e-mail addresses—addresses that last for a few hours or days. When you make a purchase or obtain

a password, the company can send the confirming message and other e-mail to your disposable e-mail address. You can read it there, if you wish. However, that address disappears within a short period of time. Future e-mails sent to that address simply disappear, never to be delivered to you.

Read more about them at places like Pookmail.com, greensloth.com, DodgeIt.com, tempinbox.com, and www.mailinator.com/mailinator/index.jsp, 6url.com, spam.la. There are almost certainly others not mentioned here.

The following disposable e-mail services require advance registration:

Jetable.org/en,
www.MailExpire.com,
www.spamgourmet.com,
www.sneakemail.com,
www.spamhole.com, e4ward.com,
mailnull.com, and kasmail.com.

In addition to all the disposable e-mail services already listed, the following two offer slightly different services: spammotel.com and www.mytrashmail.com.

The main difference between the SpamArrest method and the other disposable addresses is that the

SpamArrest temporary addresses last as long as you want them to and don't expire until you say so. A disadvantage is that the cost of SpamArrest has gone up to \$44.95 for one or \$74.95 for two years. They do offer a 30-day free trial to see if you like it.

The following two services provide a SpamArrest-like anti-spam service in somewhat different arrangements: **ChoiceMail** at www.digiportal.com/index.html is a program you install on your **Windows** computer. There is a free version and a commercial version with additional features. One advantage is that once you purchase and install it there are no annual fees.

Ospam (pronounced "zero spam") at www.Ospam.com is yet another challenge/response system somewhat like SpamArrest. Unlike SpamArrest there are both free and commercial versions.

Disclaimer: I have *not* personally tried any of these services other than SpamArrest. I would be interested in what readers might have to say about them or any other sites they have tried.

Happy Fourth of July; fly the flag on the Fourth and every day. ♦

bob@bobstephan.net

brain food

Mobile TV: Jerry Maguire's Next "Big Player"

by Andy Marken

Marken Communications Inc.

"It's not 'show friends.'
It's show 'business'"

"I was inspired ... and I'm an accountant."

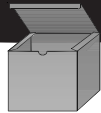
Rod Tidwell (**Cuba Gooding Jr.**) knew that football wasn't about showing friends. It was show business. Jerry Maguire (**Tom Cruise**) had one job—call with the best deal. People are going from a night at the theater to personal entertainment. "Tollywood" sees business everywhere: from a finite number of outlets (movie houses), they see business in home DVD, video-on-demand, and sales for prime-time viewing. They see people taking DVDs on the plane. They see the money in people downloading *iTunes* and other pay-and-download sites.

It's Show Biz, Folks!

The potential is a phone call away—mobile phone penetration is sweeping the globe. In the first quarter of 2006 more than 226.7 million cell phones were sold globally; by the end of the year we're [probably going to be] looking at 2.5 billion mobile subscribers. There is a whole generation that can't image what life was like B.C. (Before Cell). They do everything with their "clam-shells":

- 2.7 million Americans download mobile games
- 24 percent feel they have to answer a call, no matter what

RECYCLE INK CARTRIDGES



Go Green/Give to Charity/Support Local Industry

Recycling empty computer ink cartridges through MBUG helps prevent non-degradable plastic and metal waste from polluting our landfills. At the same time we make money for our education programs by selling them to a local (Monterey) ink-refill company. We make it easy for you, too: just drop your empties (any brand, any type) into the brown box or give them to any Board Member at General Meetings or workshops. ♦

ellias@msn.com

- 33.32 percent of U.S. users send/receive text messages
- 27 percent of Europeans buy a new phone every year
- 3.8 million British users had SMS-related injuries
- 37 percent of folks check e-mail on their phones
- 41 percent of users fill free time by calling someone
- 58 percent of teens have cell phones
- 50 percent of US units are camera phones
- Cell phone cheating is up 27 percent in England
- 15 percent of US users use mobile web
- The average cell phone conversation lasts 3 minutes, 15 seconds

The mobile communications industry is made up of some tough competitors who fight to get and keep every customer. Once they hook you they offer sell more and more “convenience.” But convenience is expensive. Service providers can’t add services or features fast enough—every offering has met with financial success: ring tones, screen savers, music, games, news, e-mail, and web search. It’s so popular that 36 percent of US customers were shocked when they received their wireless bills ... surprise! We’ve just crawled out of the ocean when it comes to using our cell phones, playing catch-up with the kids. We like the convenience of being able to make/answer calls anywhere, any time.

Got Ring Tones?

15 different tones come with your average phone—we can live with that. We stumble through SMSing (Short Message Service). We’re becoming addicted to e-mail on the phone. We’ve

taken maybe three photos with our phone. Cool! Yep, that’s about it. To justify the “growing trend” of mobile phone navigation, the industry has come up with some interesting statistics:

- 18 percent of drivers require maps/directions 20 percent of the time
- 60 percent of consumers only spend 5 percent of their travel time beyond familiar destinations
- Most people who have in-car navigation in their cars never bother to read the manual
- And if we drive somewhere we aren’t certain about, we have a navigator—she always tells us where to go. More importantly:
 - We’re a man—we never get lost.
 - If we’re in NYC or Tokyo or Paris, we take a cab. Driving is insane!
 - If we need directions anywhere else, we use **Mapquest** to plan the route.
 - If we really get lost, we’ve got a PHONE; we call!

Mobile Music Really Isn’t ... yet!

Most people still have to download music to a PC then transfer the content to their “device” (usually an **iPod** or **MP3** player). Firms like **NTT DoCoMo** are beginning to test **3G phones** (3rd Generation cell phones) but they are still in the early stages. In the US, service providers such as Sprint, Verizon, Cingular, etc., are the gatekeepers. While prices for downloading to a PC and transferring to a device have settled into the 99-cent-per-song or the all-you-can-download/play monthly charge options are reasonable, most consumers feel mobile services are overpriced. People are willing to pay a premium to download music directly to their

phones, say 25-35 percent; but a 100-150 percent premium? The phone companies will either have to rethink the cost of their music “service” or let others offer it. After all it eats up mobile minutes every time you download a new song or dial into a new continuous-play music service. Just imagine the phone bill you could rack up.

With projected sales of \$8 billion by 2010, it could be the lifeline the music industry needs and a way for wireless providers to recoup their investment—if everyone doesn’t get greedy!

We See Mobile TV in the Future

It’s nothing new—**Dick Tracy** showed the way in the ‘50s. We have been preoccupied with watching TV where we want, when we want, ever since. While the US is just beginning to offer mobile TV, there is already a global content distribution network in place. Content developers/owners, and in fact people up and down the food chain, see mobile TV as the next big opportunity. They saw **Apple** sell 15 million video downloads of “*Lost*” and “*The Office*” in the first six months of service; mobile TV has to be next. Getting there will be a huge challenge because it is uncharted territory. Broadband TV: established. IPTV: established.

Mobile TV or entertainment on our 3rd screen? Yes, but...programs and shows for viewing on a business-card-sized screen will have to be a lot different from today’s TV fare.

Want to see what works? Visit South Korea, Japan, Taiwan, France, or the UK. The Pacific Basin and European content/delivery mechanisms are firmly in the digital age, while the US is still in the “ham radio age.” No one has the



formula worked out as to what content will be viewed most often, though. Regular TV fare sent to the phone? Edited and repackaged shows? New video-for-phone products? Probably “all of the above.” Right now the content that grabs the most eyeballs is up close and personal: news, stand-up comedy, in-your-face talking heads.

The US mobile TV trials started in 2003 and penetration is already promising—three million mobile TV viewers in the US this year out of the 200 million cell phones in use. By 2009 mobile TV penetration is expected to reach a whopping 6.2 percent of US subscribers.

Show Me the Money!

The potential is impressive:

- 1.5 billion global households in 2000, 1.9 billion in 2010
- 1.1 billion TV households in 2010
- 2 billion mobile device subscribers globally in 2005, 3 billion in 2009
- 735 million mobile phones sold in 2005, 944 million in 2009
- 50+ million smart phones sold in 2005, 300+ million in 2009
- 16 million WCMMDA video streaming subscribers in 2004, 70 million in 2005
- 72 million streaming enabled devices worldwide in 2004, 918 million in 2008
- 115 million broadband households worldwide in 2004, 221 million in 2008
- 8 million IPTV subscribers worldwide in 2006, 21 million in 2008
- 95 million people will have DVB-H coverage in 2005
- 350 million in 2008, DVB-H covering major cities in 32 countries
- 100 million potential mobile TV users in 2008

■ \$27 billion worldwide market by 2010

The Challenges

Content providers need to create programs that are visible and compelling for small mobile media. Many of the newest players are experimenting, contracting with Indies for “x” number of segments. Almost any show is considered—if it works, fine, the money keeps flowing. If it doesn’t, they move on. Networks and studios are working to reposition content and develop shows specifically for the smaller small screen. Technology providers are hungry to deliver a broad range of video variety, in a range of formats.

EPG developers are working to develop new entertainment guides that are easy to tap into and easy to use. Handset producers are working to deliver hardware that can enable the broadest range of services to differentiate themselves.

Mobile service operators need to focus on doing a better job of managing/balancing their network bandwidth. A few dropped segments will give consumers added cause to switch to their competitors.

Mobile TV is different. It is a time killer between classes, between meetings, in the cab, in the bathroom, in the bar.

Teens/tweens burn up cellular minutes—the best shows for them seem to be about 3 to 6 minutes long.

Mobile viewers say if they get the video free they will tolerate ads. 30-second ads in a 3-minute show? Not likely.

In the US younger Hispanics and African Americans account for 23

ONLINE auction

A 21-inch (19.8 viewable) CRT **Apple Studio Display monitor compatible with PCs** will be auctioned between **July 10 through 21, 2006** on the MBUG-PC Listserv.

This 1999 (7 year old) monitor has two-tone white/dark gray translucent casing and is approximately 20"w / 22"h / 22"d. Bar code WR0200TGHOE / Family Number 4868.

All proceeds benefit MBUG-PC educational activities.

If you are on the Listserv, watch for your invitation to bid on the start date. If you are not on the Listserv, see the bottom of page 13 for instructions.

Questions? Call Auctioneer **Clive Sanders** at (831) 375-5376 or e-mail simbacli@pacbell.net.

percent and 19 percent respectively of the volume mobile viewers (averaging 100 minutes a month).

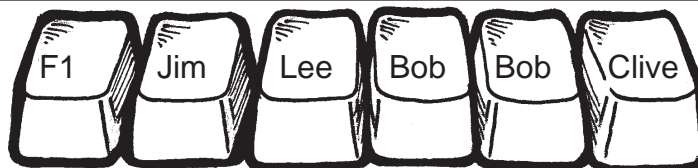
The tipping point for Mobile TV is here. It’s bigger than the Olympics, it’s bigger than the Super Bowl; it’s the World Cup. Tidwell won’t get the call on this one. Cell phone bills will be *huge*. By the 2010 World Cup, business as we know it will come to a screeching halt. People will be at work but glued to their cell phones ... just don’t call them!◆

andy@markencom.com

The Editorial Committee of the Association of Personal Computer User Groups (APCUG), an international organization of which MBUG-PC is a member, brings this article to you.

Computer Help - Just a Click or Call Away with MBUG F1

You know you push the 'F1' button on your computer when you need help. But do you also know that you can call or e-mail **MBUG-PC** "F1 for Help" with your computer questions?



Our expert team of helpful F1 Volunteers

is willing and able to share experience on software and hardware. And if they don't know the answer, they'll direct you to someone who does. To get computer help:

- (1) Contact any of the people listed below; or
- (2) Ask questions during any MBUG-PC meeting break or Q&A session; or
- (3) Leave a message with Vice President **Don Slaiter** (831) 655-4443/657-4154 ; or
- (4) Broadcast a message to all members through the **MBUG-PC Listserv** (mbug@listserv.redshift.com) *in plain text only* (NO html, please)!

Services are free of charge

(with the understanding that MBUG-PC, its Board of Directors, and the F1 Volunteers themselves are in no way responsible or liable for the accuracy or the outcome of any advice or suggestions!)

■ Jim Anway

STRICTLY Wednesdays & Fridays
from 2pm to 5pm at 625-5618

■ Lee Keely

Prefers e-mail at Lee@leekeely.com
or call 626-8033

■ Bob Shanteau

e-mail to shanteau@iname.com
or call Monday - Friday 10am-5pm
394-9420

■ Bob Stephan

e-mail to bob@bobstephan.net
or call only between 9am-5pm
646-1373

■ Clive Sanders

e-mail to simbacli@pacbell.net
or call only between 1pm to 9pm
phone (831) 375-5376 ◆

VOLUNTEER COMPUTER COACHES/TEACHERS NEEDED

Sally Griffin Senior Center in Pacific Grove

is in need of additional "computer coaches" and instructors for their

Technology Access Program for Seniors.

The center provides older adults an opportunity to learn and practice their technical skills in a small lab, working one-on-one and in a small class format.

If you have the time, ability and patience to tutor beginners in a relaxed setting, contact **Kimberle Herring** at the Sally Griffin Senior Center at (831) 375-4454 or e-mail kherring@mowmp.org

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See PGAEC catalog & web pages for
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or e-mail Bruce Cates: bcates@pgusd.org

<http://www.pgusd.org>



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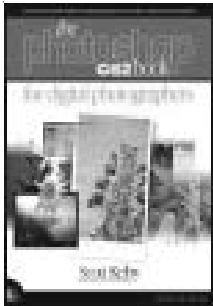
webhelp@smartcomputing.com or
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MBUG-PC Members get 30 to 35% O'Reilly Discounts

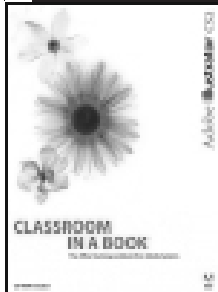


Our Members get a 30% discount on a single book or 35% off two or more on all books from O'Reilly as well as their "No Starch", "Paraglyph", "PC Publishing", "Pragmatic Bookshelf", "Sitepoint" and "Syngress" publications. Just use code "DSUG" when ordering books online or by phone at 1-800-998-9938. We get free ground shipping on orders of \$29.95 or more (in the US). Go to www.oreilly.com/store/ and see what's new!

O'Reilly catalogues are available at general meetings. Want to know more?

Contact:

Jack Lewtschuk
blacklion@royal.net



SWUG News

Longtime Member **Lee Keeley** will represent MBUG-PC at the **2006 Southwest User Group (SWUG) Annual Conference** from August 11-13, in San Diego, California.

Attendees will have a chance to meet other User Group Leaders and Members, to share ideas and experiences, as well as solutions to problems.

Thank you Lee: we appreciate your volunteering, and look forward to having a brief report for our readers after the event!

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Allow 10 - 12 weeks for magazines to start.

Renewals: Send your address label from your present subscription to ensure correct start of renewal. As an extra service Herb will mail a renewal notice 4 months prior to expiration date.

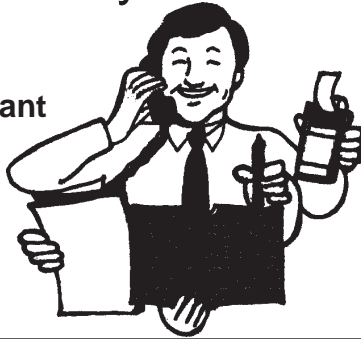
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MBUG-PC SUPPORTERS

James W. Anway

Retired IBMer
Computer Consultant

Phone: 831 625-5618
Fax: Call first



Bob Weisensee
Production Supervisor
bob@ctimls.com

CREATIVE TECHNOLOGY
of Sarasota, Inc.
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Star Reierson

star@computerpowerstar.com

1173 Ninth Street
Monterey CA 93940

Phone: (831) 373-3919
Fax: (831) 373-0671

Clive R. Sanders
Sanders and Associates

Computer Consultants

636 Spazier Avenue
Pacific Grove
California 93950

Telephone: 831-375-5376
Cell: 831-521-6676
E-mail: simbacli@pacbell.net

lakelyn
graphics

Carolyn S. Lake

798 Lighthouse Ave, #194
Monterey, California 93940

phone: 831-643-2023
email: lakelyn@ix.netcom.com

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ARE YOU A REGISTERED MBUG LISTSERV MEMBER YET?

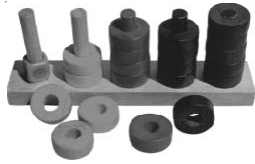
Join the MBUG listserv and send messages to all other MBUG Members
and have other Members reach you with important information:

- **It's secure** (messages are monitored by MBUG's Webmaster ensuring messages are computer-related, virus-free and sent by Members only — no outsiders, no spammers!)
- **You get current MBUG announcements**
- **You get up-to-date virus & scam warnings**
- **You can ask and answer computer-related questions**
- **You can make computer-related announcements**

Register at www.mbug.org or go to <http://listserv.redshift.com/mailman/listinfo/mbug>



**ACTUAL
DOWNLOADING**



Tom Lorenz
Guest Speaker
Wednesday, July 19
 7:00 to 9:00pm
Hilltop Park Center, Monterey

Tom, owner and manager of **Network Solutions of California**, returns following his great presentation on "What to Back Up and How" in April. This time he will offer tips and tricks on actual downloading. Questions? tom@networksolutionsca.com; call (831) 901-9114. ♦

**STAY IN TOUCH USING
MESSAGING & WEBCAMS**

Nelson French

Guest Speaker
Wednesday, July 26
 7:00 to 9:00pm
Hilltop Park Center, Monterey



Nelson will share his experiences in using commonly available, free Instant Messenger and peer-to-peer Voice Over IT services (such as **AIM, MSN Messenger, AOL IM, Speakeasy, Skype, Yahoo IM**, and others) with a cheap little webcam, hooked up to a personal computer (desktop and laptop) to stay in touch with family and friends around the world. Just a regular guy who wants to show you what he's figured out about video conferencing, text messaging, voice-only calling, and file/application/photo/video sharing. Questions? Contact NFrenchJr@aol.com. ♦

ADOBE ILLUSTRATOR SIG

♦ This Special Interest Group meets every 3rd Monday at the **Carmel Foundation, Computer Learning Center** (on Lincoln between 8th/9th Street in Carmel). Space is limited so **advance reservations are recommended**.



- ♦ Fee: **\$3.00** payable at meeting.
- ♦ Next meeting: **MONDAY, July 17, 2006**
10:30am -12 noon
- ♦ Previous knowledge of Illustrator is not required: we're here to share what we do and don't know.
- ♦ To be on the SIG mailing list (receive information, announcements and occasional handouts), call **Carolyn Lake** at (831) 643-2023 or e-mail lakelyn@ix.netcom.com.

**RUN YOUR OWN SPECIAL
INTEREST GROUP (SIG)!**

Do you know a computer-related subject that you'd love to teach to others?
 Or, do you want to get together with other users of a particular program or piece of hardware to share ideas and solutions?
MBUG has 1st/2nd/4th Mondays available from 10:30 to 12 noon at Carmel Foundation Computer Lab. For information on fees, schedules, hardware/software, etc., contact Carolyn Lake lakelyn@ix.netcom.com.

Coming in AUGUST

**PC HARDWARE
MAINTENANCE**



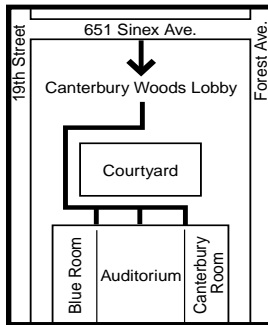
Chris Czomba
Guest Speaker
Friday, August 4
 7:00 to 9:00pm
Adult Education Center, Pacific Grove

Chris is the Manager and soon-to-be new Owner of **That Computer Place** in Monterey. He's eager to meet MBUG-PC and talk to us about how to maintain our own PCs, including routine steps to keep your performance high, the ABCs of physically cleaning your machine, ways to prevent and eliminate viruses and spyware, and when to call to get help. There will be a Q&A session at the end, so bring your hardware woes along to consult a pro! Questions? E-mail chris@thatcomputerplace.us or call (831) 649-4100, extension 16. ♦

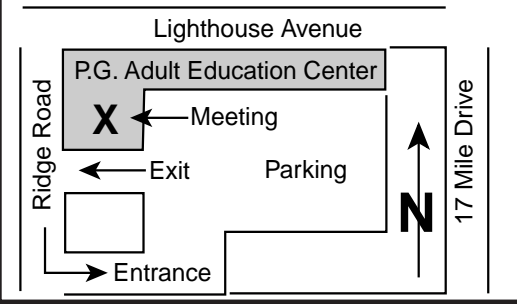
MBUG-PC Calendar of Events - July 2006

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	INDEPENDENCE DAY	5	6	7 "Website Design" Adult Ed Center PG 7:00 to 9:00pm Greg Hyde	8
9	10	11	12	13	14	15
16	17 "Adobe Illustrator SIG" Carmel Foundation 10:30am to noon Carolyn Lake	18	19 Actual Downloading Hilltop Park Monterey 7:00 - 9:00pm Tom Lorenz	20	21	22
23	24	25	26 Using Web Cam Hilltop Park Monterey 7:00 - 9:00pm Nelson French	27	28	29
30	31					

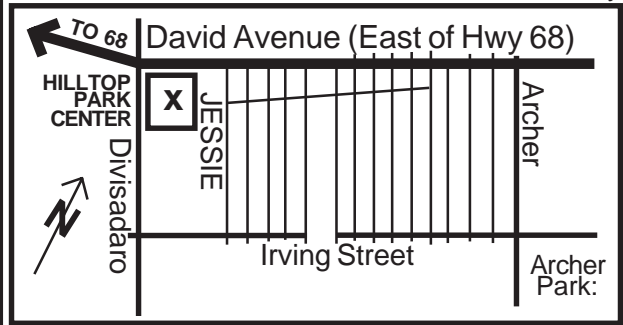
Canterbury Woods
651 Sinex Avenue
Pacific Grove



General Meeting Location
Adult Education Center, PG
1025 Lighthouse Avenue, Pacific Grove



Hilltop Park Center
871 Jessie Street
Monterey



Tentative Calendar August 2006 *Please Check the August Newsletter for Final Dates & Times*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 <i>DIRECTORS' MEETING</i> Canterbury Woods PG Begins at 7pm <i>Everyone Welcome!</i>	2	3	4 "Hardware Maintenance" Adult Ed Center PG 7:00 - 9:00pm Chris Czomba	5
6	7	8	9 "TBA" Hilltop Park Monterey 7:00 - 9:00pm Name	10	11	12
13	14	15	16	17	18	19
20	21 "Adobe Illustrator SIG" Carmel Foundation 10:30am to noon Carolyn Lake	22	23 "TBA" Hilltop Park Monterey 7:00 - 9:00pm Name	24	25	26
27	28	29 <i>DIRECTORS' MEETING</i> Canterbury Woods PG Begins at 7pm <i>Everyone Welcome!</i>	30	31		



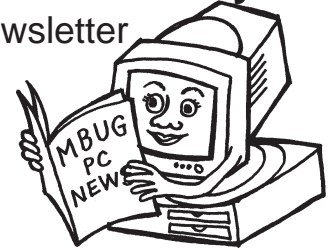
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group-pc**
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Pacific Grove CA 93950



Vol 25, No 7, July 2006



- Check your Membership expiration date on the label above.
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- Check the expiration date of your MBUG-PC membership & newsletter subscription: Electronic \$20, US Mail \$25, both \$35.
- Additional tax-deductible donations welcome!
- Send your name, address, phone number, e-mail address and check to:
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Annual Membership Directory to be Published

Every year we publish the **MBUG-PC Membership Directory** in one issue of this Newsletter. We do this to encourage Members stay in contact with other Members by sharing names, phone numbers, e-mail and physical addresses.

We do NOT share this list with non-Members or any other organization or group.

If you do NOT wish to be included in this year’s Directory (to be published in September or so), please contact

Don Slaiter, Membership Chair at slaiter@pacbell.net or call (831) 655-4443 or 657-4154 ♦

MEMBERSHIP REPORT



Don Slaiter

Vice President,
Assistant
Treasurer, and
Membership
Chair

THANKS FOR RENEWING!

name	member number
Jim Anway	841
Eileen Begley	740
Kimiye Kendall	1167
Bob Runkel	990
George Szemes	1052
Glenn Chee	621
Harry Wareham	204
Frank Wasko	888
OUR GENEROUS DONORS	
Jim Anway	841
Star Reiersen	161
Clive Sanders	696

Raffle Items Wanted

CLEANING HOUSE OR CLOSETS? BUYING A NEW PC?

MBUG-PC is always happy to accept **new** or **gently used**, **working** computer software, hardware, supplies, peripherals or furniture for fund-raising raffles or auctions. Call ahead to determine if your unwanted items can be put to use.

Contact **Carolyn Lake** lakelyn@ix.netcom.com