

Technology - MacCentral

Wireless Spam on Its Way to the US

***By Grant Gross,
IDG News Service MacCentral***

Coming soon to a cell phone near you: text-based advertisements.

Panelists on the second day of a three-day spam forum sponsored by the U.S. Federal Trade Commission agreed Thursday that text-based advertisements, already common in Japan and Europe, are coming to U.S. users of wireless devices, and that some of those messages, inevitably, will be spam.

While some panelists said current U.S. laws are inadequate for dealing with wireless spam, members of the cell phone industry said they're already taking steps to avoid the influx of spam that's saturated the "wired" Internet. Unlike the free-for-all Internet, wireless carriers are treating their networks like private property and planning to kill off bulk text messages at gateways before they hit customer in-boxes.

Mobile marketing, as legitimate wireless advertising is called, "has not taken off yet, but it's scheduled to

take off," said Jim Manis, chairman of the Mobile Marketing Association. Mobile marketing, Manis predicted, will eventually become an US\$8 billion industry.

Manis predicted U.S. users would soon be able to download discount coupons for coffee or other products to their cell phones by calling a number on a billboard.

Michael Altschul, senior vice president for policy and administration at the Cellular Telecommunications and Internet Association (CTIA), noted that major cell phone carriers have already put systems in place to block inbound text messages that contain the same string of words and are sent to multiple users.

The economics for spammers in the wireless world are different from those of the wired Internet: wireless carriers typically charge a fee per text message sent, making wireless spam less economical than e-mail spam.

"So it is possible to send spam to wireless users, but if the system works as intended, only one or two messages at a time will go through," Altschul said. "The process is so cumbersome that it does

Con't on page 2, Spam



***United We
Stand***

KMUG MEETINGS

Evenings

First Wednesday of each month at 6:30 P.M.
Bremerton Fire Station, 5001 Kitsap Way
(across from Dairy Queen & Denny's)
(park along Arsenal Way or in the parking

Luncheons

Third Thursday of each month at 10:30 A.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

Con't from page 1, Spam

not become a problem for users."

Still, the popularity of text messaging on cellular devices is growing by leaps and bounds, from 14.4 million text messages sent to the subscribers of CTIA members in December 2000, to more than 1 billion text messages sent in the same month in 2002. With the increase in text messaging will come increased interest from marketers in reaching those customers, including some who try to send unsolicited commercial text advertisements, panelists said.

Rodney Joffe, who started an Arizona lawsuit against a marketing company after receiving two unsolicited ads on his cell phone in 2001, said he doesn't want the "genie to get out of the bottle," like e-mail spam did while the industry debated what to do about it in the mid-1990s. "I was determined not to allow it to become something that killed the benefits of cell phones," said Joffe, explaining the reason for his lawsuit.

Three marketers on the panel, including Manis, said legitimate advertising should include an opt-in permission from the cell phone user before it is sent, and Manis said his organization is working on a code of conduct for wireless marketing that would allow customers to set limits on the number of ads they receive and to opt out when they've had enough.

"If there is something that'll (keep legitimate wireless marketing) from developing and sustaining for a long time, it is spam," he said of his infant industry. "It is a threat."

Joffe, founder of Genuity Inc., urged the marketers to keep opt-in as the gold standard, unlike many e-mail spammers. Few people would have problems with marketing based on opt-in permissions, he said, but many e-mail marketers don't give users that option.

The attitude from e-mail marketers, Joffe said, is that opting in isn't necessary, and the only time unwanted e-mail is spam is when it's from some other company.

Jiro Murayama, manager of the Washington, D.C.,

office of Japanese wireless provider NTT DoCoMo Inc., said his company has already experienced significant problems with unwanted wireless advertising. But the company has cut the number of text messages from 150 million a day to 90 million on its Internet enabled system, with more than 37 million subscribers, through a combination of lawsuits against spammers and legislation approved by the Japanese government.

"As traffic over wireless networks continues to grow, so will spam," Murayama said. "Spam to wireless is likely to become a social problem in the U.S. as well."

But the U.S. doesn't have current laws that anticipate all forms of wireless spam, panelists noted. While the 12-year-old Telephone Consumer Protection Act prohibits messages sent to telephone numbers attached to cellular devices, if those messages are prerecorded or use an autodialer, the U.S. Federal Communications Commission (FCC) has not determined if that law would apply to such messages sent to a wireless device through an e-mail address, said Margaret Egler, a member of the FCC's Consumer Information Bureau.

Albert Gidari, a partner with the Perkins Coie LLP law firm, suggested the fine-point distinctions in the law no longer matter, and the U.S. Congress needs to end the uncertainty surrounding wireless marketing and spam in general. "The very distinction between a wireless telephone and a computer has disappeared," he said. "These regulatory structures just don't apply. It's a real problem trying to stretch these statutes to try to meet the behavior." ●

Check out KMUG's

new Home Page at:

http://

www.homepage.mac.com/

kmug1

from MacBUS Connections

MacBUS Toolbox: Tips and Tricks

Here's a lot of handy shortcuts, tricks and remedies for you and your Mac

FireWire Target Disk Mode

One of the most often neglected (and most useful) features found in modern-day Macs is FireWire Target Disk Mode — a technique for mounting another Mac's hard drive via a FireWire connection.

To employ FireWire Target Disk Mode, first string a 6-pin-to-6-pin FireWire cable between two compatible Macs (the Blue & White Power Mac G3 and Power Mac G4 [PCI] are not compatible). The "target" Mac (the Mac that contains the hard drive you want to access from the host computer) must be switched off. Switch on the target Mac and hold down the "T" key on its keyboard.

In short order, a FireWire symbol will appear on its screen and the target drive will mount on the host Mac's Desktop as a local hard drive. Once mounted, you can copy files between the two Macs or troubleshoot the target drive from the host computer.

A few notes... For target disk mode to work, the target drive must be an ATA hard drive set at ATA bus 0 and Open Firmware password on the target drive must not be enabled. Also, to establish contact between certain Macs via Target Disk Mode, you may need to unplug and replug the FireWire cable when both Macs are running.

Running Both OS 9 and OS X

If your Mac has both the OS 9 and OS X installed, the computer will only be capable of booting into Mac OS X if the drive on which OS 9 resides was formatted with OS X's Disk Utility, but without the "Install Mac OS 9 Drivers" option selected (you'll find this option in both the Erase and Partition tabs of Disk Utility). You can still run Mac OS 9 in the Classic Environment without these drivers — you just can't boot your Mac into Mac OS 9.

Regrettably, the only way around this issue is to

format the volume with this option checked, which wipes the data from your drive — so backup your data before formatting or partitioning. An earlier version of OS 9 (OS 9.0.4, for example) can also cause this type of problem. If you want your Mac to boot into Mac OS 9 as well as OS X, you must install OS 9.1 or later.

Problems with the Combo Drive

Some PowerBook G4 and iBooks have a problem with the Combo Drive writing for a longer time than expected, or not offering the maximum write speed specified for the drive. The solution is to use CD-R discs capable of writing at 16x.

Also, the presence of labels and ink on the discs surface can cause the drive to become unbalanced, dropping the speed to 4x or 8x to reduce potential write errors.

New Screen Capture Options Available in 10.2

Apple introduced a couple of new screen capture options with the Mac OS X 10.2 release. If you hold down the Control key along with either the Command/Shift/3 or Command/Shift/4 keys, the image captures will be saved to the clipboard instead of a file.

Another cool feature makes it easy to capture a particular area of the screen easier. If you press the Spacebar down as you press the Command/Shift/4 (to do an area capture), the crosshair icon turns into a camera. As you move the camera over windows, the system highlights them, indicating that that item will be the only area of the screen captured. To capture that area, simply click the mouse on the window.

Make MS Word Run Faster

It all began when I installed MS Office on a new PowerBook. Everything worked fine but Word seemed VERY slow to me. Scrolling was painfully slow, and every so often the beach ball of death would appear for a few seconds, seemingly while Word

Con't on page 4, Tips

Con't from Page 3, Tips

caught its breath.

Then I remembered that I had tweaked Word several different ways to make it run faster on my desktop machine. You can make Microsoft Word run significantly faster by doing any or all of the following:

1. Disable Live Word Count (Preferences > View).
2. Disable Quartz Text Smoothing (Preferences > General)
3. Disable WYSIWYG font and style menus (Preferences > General)

All three improve performance, but I can't say how much you'll get from each one, so try them all in different combinations. If you've been irritated by Word running sluggishly, this may be just what the doctor ordered. Enjoy.

Privacy Issue

There is a feature that makes it possible to type a telephone number into Google's search bar, click the search button, and have a MapQuest page returned as a result. Any person wishing to discover the physical location of a phone number, be it a home or business address, could use this feature to locate a physical street address, and receive explicit directions on how to get there from anywhere in the country.

One positive use of this feature could be to determine the location of someone when you may only have a telephone number. On a negative note, this feature could also be used by an angry party to find out where you live. Google has made available an option that will allow anyone to remove their telephone number from the database that is linked to the mapping feature.

You will first need to check if your number is listed in this manner by attempting a search — entering your full telephone number separated by dashes (e.g., 212-555-1212). If the number appears in the

mapping database, an icon resembling a telephone will appear next to the first or second entry on the results page. Clicking on this icon will take you to a page containing a description of the service, and a link to request your number be removed from the database.

Backup Your Internet Explorer Bookmarks

The best way to backup your Internet Explorer bookmarks is to locate and copy the correct preference file. The file you want is named "Favorites.html," and its location varies depending upon your current operating system. Under Mac OS 9, you can find the file in: System Folder > Preferences > Explorer > Favorites.html.

Under Mac OS X, each user has his own file within their user folder, at the following location: Documents > Library > Explorer > Favorites.html.

Copy the file to an external hard drive or burn it to a CD, then go ahead with the reformatting. Once you've reinstalled everything, you can simply return the file to its original location. A note of caution: You will find a new file named Favorites.html in that location. This file contains the default set of links. Simply replace that file with the one you are moving, and then launch Internet Explorer. Your bookmarks will be exactly where you left them!

Credits & Special Thanks

These Hints and Tips are compiled from Mac User Group newsletters from across the country and other sources including: Mouse Droppings, newsletter of the Corvallis Macintosh User Group in Corvallis, OR, MacVIEWS, newsletter of the Professional Macintosh Users Group of Northeastern Indiana in Fort Wayne, Indiana, Mouse Tales, newsletter of the North Coast Mac Users Group in Cleveland, Ohio.

This article came from Connections, The Newsletter of the Macintosh Business Users Society of Greater Philadelphia. ●

from the ApplePRESS

WEB HOSTING

By: Lee Nelson, DVMUG Director

Ever thought of having your own domain, so you could use the e-mail address yourfirstname@yourlastname.com? Or putting up a Web site? In response to a question on the DVMUG BBS, Lee writes:

The subject of web hosting is one I have spent many days researching for my business Web site. I suggest you make a list of the issues that are most important to you to determine which host is best. Some things to consider are:

Managed hosting or co-location—Will you own the server or use someone else's. I'm assuming that you just want your site hosted and don't have the expertise to set up and maintain your own server. You would want managed hosting in that case. You will be sharing the server with other customers.

Stability—Will their business last? This is important as many hosts are failing in current economic conditions. Be aware the cheaper hosts are often individuals who buy excess capacity on someone else's server and sell it at a discount.

Service—Can you get help via e-mail and phone?

Speed—How are they connected to the internet? Direct connection to the backbone or DSL out of their apartment?

Bandwidth—How much can you use each month? Don't believe anyone who offers "unlimited" bandwidth. I've read many stories of people getting cut off after using as little as a couple of GB a month.

Disk space—For your site files.

Statistics—Is reporting included? Or will you have to pay extra to find out how many visitors came to your site, what pages they viewed, what platform they were on, etc.?

These issues were important for me as my site is fairly good size (200+ MB and growing) and also has large and growing bandwidth needs (currently 10-15 MB a month).

My current business hosting account at Earthlink/Mindspring provides 450 MB of disk space and 40 MB of monthly bandwidth for about \$90 a month. They max out at 50 MB for \$125 — I am not sure what I will do when I reach that limit. Earthlink's bandwidth allowances are higher than most managed hosting accounts I have seen most others max out at 20 MB per month.

Another consideration is e-commerce capability (shopping cart) if you need that provided by your host. If you have very low bandwidth and disk-space requirements, you can host your site on your dot-Mac disk or on the space that is provided by most ISP's (I believe that the Earthlink DSL account I had a couple of years back came with 10 MB of disk

Con't on page 6, Hosting



space). But be aware that , as I understand it, you would then have a sub-domain listing, in other words, your site's URL would NOT be www.yourcompany.com, instead it would be something like:

www.HostName/yourcompany.com.

I also know that they will just stop additional traffic when you reach your monthly allotment.

Since I use and like Earthlink business hosting , I provide an affiliate link to their starter-site offer at the bottom of most pages at [www.http://www.inetours.com](http://www.inetours.com). Earthlink includes a really good statistics-reporting package called Urchin Reports. Their starter package provides the following:

- Your business' address on the Internet (www."YourECompany".com)
- Award-winning 24/7 support
- 200 MB Disk Space
- 10 GB Data Transfer
- 30 e-Mail POP Boxes
- For only \$19.95 a month
- \$25 Setup Fee Waived

Note: For NEW domain registrations , Earthlink will bill a domain registration fee of \$40 for the first two years in addition to the amount shown at checkout. Unless you just want the convenience of

one-stop shopping , I would recommend purchasing your domain name through someone like GoDaddy.

Again, depending on the type of business site you are developing, this may be more—or less—than you need.

I hope this is helpful.

Kevin Lockey adds:

I have used godaddy.com for several years with very few problems. If you go to their site and read the FAQ's you will find that just getting a domain name registered and e-mail forwarding doesn't require any kind of static IP or any access to the Internet at all. You could even use a machine at the public library and the Webmail feature in any browser to get your mail. It is almost better not to have a Web page because then you don't get quite as much spam. I would seriously consider the new stealth mode of registration because otherwise you will get spam from spammers culling addresses from domain registration databases.

The registration is with an international body, by the way, so if godaddy goes out of business or you want to move for some other reason, you just transfer the DNS information to another domain host. Actually they do it and charge anywhere from \$40 a year for Verisign to the \$9 that godaddy charges.

You can also register multiple domains and point them at one web page.

This article came from the ApplePRESS the newsletter of DVMUG, the Diablo Valley Macintosh User Group, Concord, CA. ●

from MacBUS Connections

Just Hit Shuffle...

by Todd Salkovitz

I recently returned from a trip to California and had an interesting interaction with a fellow iPod traveler. It happened at the baggage claim carousel in the Philadelphia International Airport late on a

Friday night.

You can always tell who is using an iPod by their headphones or their body language. The way you find out for sure is to pull yours out to change the song. In this case it worked and my new friend and I started discussing our iPod's and how they fit into our lives. He was on his way to Atlantic City, having never been

Con't on page 7, Shuffle

Con't from Page 6, Shuffle

in our area, to do lighting at some sort of show at the casinos.

We discussed our song lists and capacities and battery life and updates and cases and wheels and cables and headphones and more. But I learned a very simple thing that night. When I asked my new friend what he was listening to, he said "I just put it on shuffle in San Francisco".

Now I knew you could shuffle songs on your iPod, but I've always been accustomed to listening to a song or an 'album' or CD. Listening to all my music out of order seemed so out of order to me. No wonder I can never stay on one radio station for more than a few songs at a time.

I tend to listen to a specific type of music to fit a particular mood or task. With my trusty iPod, I can always determine the best tunes for the situation by scrolling to them. I've never even thought to shuffle, until now. For the past 10 days I've been shuffling and it's awesome. I was listening just the other day when all the sudden I heard a song that I've never heard before and never even knew I owned. And the surprises kept coming. With 1,006 tunes in my pocket the permutations are endless.

Instead of finding music to fit the mood, the music sets the mood and I go from there. No more having to search endlessly, now I just hit shuffle and let the iPod do the rest. It's like having a DJ with you all the time who plays your music, in any order they want.

If you don't own an iPod, I seriously recommend a trip to your favorite local Apple dealer or retailer and check them out. You have to actually hold one and play with it to appreciate what it can do. You have to see it work with iTunes, see it act as a Firewire hard drive, store contacts and dates, and let you play games. But the music is the thing.

What I love about my iPod is the fact that I can take all my music with me in the car, on a plane, on the train, for a walk in the park or just sitting out back watching the stars. I don't have to fumble with CDs, batteries or a big walkman, it fits in any pocket and is as intuitive to use as a toothbrush. It has even come in quite handy as an extra hard drive when I needed to move some file in an emergency. Lets see the other portable audio players do that! But the integration to iTunes is the real magic behind the iPod. Yes, it takes time to get all your CDs into iTunes, but it's a heck of a lot easier than making cassette tapes in the old days.



Sorry, I don't go back as far as reel to reel <g> but I do remember the 8-track. I never did get the name of my new iPod buddy, but that's OK. I'm sure he found his way to AC, just in time to recharge his battery and just hit shuffle.... ●

This article came from Connections, The Newsletter of the Macintosh Business Users Society of Greater Philadelphia.

***KMUG's home page is now at:
<http://www.homepage.mac.com/kmug1>***

----- **ABOUT MEMBERSHIP** -----

To join Kitsap Macintosh User's Group, send name, address (e-mail and snail mail) and dues (see renewal below for membership fee to:

KMUG

P.O. Box 1271, Silverdale, WA 98383

or come to one of our meetings and sign up!

----- **ABOUT KMUG** -----

Officers/Board of Directors

President pro tem	Frank Hartung (fhartung@charter.net)	Web Page Developer	Richard B. Nerf
Vice President	Vacant	Event Coordinator	John Dunlop
Treasurer	Don Diehl (diehldon@attbi.com)	Secretary	Phyllis Robie
Newsletter Coordinator ...	Joe Williams (jwilly6173@yahoo.com)	Member-at-Large	Wally Dowd

----- **RENEWING MEMBERSHIP** -----

If you received a paper newsletter please check the membership expiration date on the address label.

To renew with the newsletter e-mailed to your computer, dues are \$20.

To renew with a paper newsletter, dues are \$30.

----- **ABOUT MEETINGS** -----

Evenings:

First Wednesday of each month at 6:30 P.M.
Bremerton Fire Station, 5001 Kitsap Way
(across from Dairy Queen & Denny's)
(park along Arsenal Way or in the parking lot)

Luncheons:

Third Thursday of each month at 10:30 A.M.
Solarium Room, All Star Lanes,
Myhre Road, Silverdale
(one block East of Silverdale Way)

This month's newsletter editor was Joe Williams



**KITSAP MACINTOSH USER'S GROUP
POST OFFICE BOX 1271
SILVERDALE, WA 98383**

