

Technology - MacCentral

Mac Version of New E-mail Service Now in Beta

By Dennis Sellers, MacCentral

Today (28 July 03) Mailblocks is launching a beta Mac version of its spam-free, Web-based e-mail service called Challenge/Response 2.0. A free, 30-day trial of the beta software is available for downloading and test driving.

Mailblocks launched four months ago with the goal of eliminating spam, overcoming the small storage space and attachment quotas of e-mail services, and increasing the speed of e-mail use. Though broadband is all the rage, most people still have dial-up connections, said Mailblocks CEO Phil Goldman, a veteran of such companies as Apple, General Magic, and WebTV.

"Before we started the company, we looked around and saw there were a lot of great Internet services available, such as Google for searching and Amazon.com for e-commerce," he told MacCentral. "However, no one seemed to be doing a really good job on e-mail. My professional opinion was: they all stink and never seem to get any better. In fact, with the onslaught of spam they seem to be getting worse. So our modest goal was to create the world's greatest e-mail service."

Mailblocks' challenge/response technology uses a blend of automated technology and human involvement to stop spam. E-mails sent from new people who aren't in your address book are put in a "Pending" folder and automatically sent a request to authenticate (called a "challenge"). Machine-generated e-mail can't reply to the challenge e-mail, so spam doesn't reach your in-box. New users can respond once to a challenge in order to be recognized in the future. The only e-mail that you see is from recognized correspondents or new contacts who respond to the challenge e-mail.

Challenge/Response is compatible with Mac OS X (using Safari 1.0 and Internet Explorer) and Mac OS 9.2 (using Internet Explorer).

"We've done a tremendous amount of work to make our e-mail service work with these browsers," Goldman said. "We've really had to get up close and personal with them. We're certainly Safari experts now. We know exactly what Apple's browser is and what it does best."

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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)

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<http://www.homepage.mac.com/kmug1>***

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You can use the Mailblocks service to consolidate existing Yahoo!Mail, AOL, Hotmail and POP3 accounts into one Universal Inbox. Mailblocks provides 6MB attachment capacity and offers e-mail access from an application-like Web interface -- or through Microsoft Outlook, Outlook Express, Eudora, or Apple's Mail. This means you can keep your current e-mail addresses.

When consolidating multiple accounts, you can choose to "Reply From" your Mailblocks address or any vanity domain you own. Plus, you can read all your e-mail with your preferred e-mail client or through a Web browser. You can switch back and forth between the two methods if you wish.

Mailblocks with Challenge/Response 2.0 automates the challenge/response process. New senders to Mailblocks' subscribers are no longer challenged on an ongoing basis. Unless a sender begins sending spam, they will never be challenged again, Goldman said. Challenge/Response 2.0 incorporates a patent-pending technique to verify humans and allows "trusted senders" to send e-mail without being challenged.

Challenge/Response 2.0 includes additional capabilities to:

- * Customize Challenge messages with personalized text;

- * Automatically correct false positives from external accounts (caused by inaccurate anti-spam techniques used in Hotmail, Yahoo! and AOL when mail is consolidated in a Mailblocks account);

- * Set mail policies for auto-deletion in the Pending folder, eliminating the need to manually manage unconfirmed e-mail and leaving more room for e-mail you want.

Challenge/Response gets rid of 100 percent of spam and offers an "ultra-fast user experience," Goldman said.

"We're faster on dial-up than other e-mail services are over broadband," he said. "We're focused on innovation and that's why we wanted to make sure that the Mac community is involved, because Apple is all about innovation."

Goldman said the Mac beta program will end in late summer, when the finished, fully-qualified version of the Mailblocks service will be made available to Mac users for standard pricing of US\$9.95 per year with 12MB of storage or \$24.95 per year for 50MB of storage. You can sign up for a free trial online. ●

Technology - NewsFactor

Is Apple the Lonely Rolls-Royce of the Computer World?

by Sarah Fraser , www.NewsFactor.com

Should Apple, the computer company that exhorts consumers to 'Think Different,' take a dose of its own medicine and rethink its marketing strategy? Apple recently announced its strongest sales in nearly three years, with laptop and iPod revenue soaring, though profits were down from a year ago and desktop sales keep falling.

The sales numbers may sound good, but the reality is

that Apple has failed to increase, or even stabilize, its desktop market share after years of trying. In fact, market researcher IDC reports that Apple's worldwide computer market share fell to just 2.3 percent -- down from 2.7 percent a year ago.

The natural question is, should Apple stop looking for market share and establish itself as the top-of-

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From Reuters - Technology

Best Buy Stores to Expand Apple Product Offerings

NEW YORK (Reuters) - Best Buy Co. Inc., the No. 1 U.S. consumer electronics chain, said on Thursday (31 July 03) a few of its stores would start selling an expanded array of Apple Computer Inc.'s products.

A Best Buy spokesman said Apple sales representatives would be posted at a selected Best Buy stores to back up the sales program.

"At this point, it's a small test," Brian Lucas told Reuters. He said, "As part of the pilot program, a few Best Buy stores will begin carrying a larger selection of Apple products," starting in the coming month.

Best Buy, based in Minneapolis, already sells Apple's popular iPod digital audio player in its currently limited range of Apple products.

Through the latest partnership, Best Buy -- which

ranks ahead of its second-ranked rival Circuit City Stores Inc. Circuit City is set to also feature other Apple items such as Macintosh desktop and laptop computers, peripherals and software.

Apple, based in Cupertino, California, confirmed the sales program at Best Buy. Its spokeswoman said the program would start in the week of Aug. 10 "and we will review its progress in the weeks ahead."

The companies said they could not provide further details.

To increase its market share further, Apple has also been opening more of its own retail stores in a move that has begun raising eyebrows among some analysts concerned with expansion costs.

Apple opened its first retail store in May 2001 and currently has about 60 stores in 26 states. ●

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the-line personal computer -- with no apologies for cost?

Premium Position: Hard Sell

Some analysts say Apple already makes the best personal computers on the market, but acknowledge the challenge of transferring their higher costs to consumers. "Apple builds products with outstanding industrial design and a great software suite," Gartner analyst Martin Reynolds told NewsFactor. "However, these additions are too expensive for a volume PC manufacturer to support."

No matter the extent to which Apple controls its own costs, Reynolds says its products inevitably are more expensive than the equivalent PC. "A percentage of users are willing to pay the premium," he says, "but it is a difficult position to grow."

Other analysts say it might be a good idea for Apple

to give up the education market (which has been slipping away, in any case) and the business market to focus on the consumer market. "If they conclude that they only want to be consumer [oriented], then a premium strategy can work, and it is consistent with their brand," Forrester research fellow Rob Enderle told NewsFactor.

But Enderle says the ultimate result would be a much smaller Apple, though probably one that could grow -- "as opposed to a company that perpetually looks like it is declining out of business."

Innovating To Survive

There is no denying Apple's ability to innovate: The company is billing its G5 model as "the fastest personal computer today."

In fact, Apple is banking heavily on the market

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success of the G5 -- as well as the forthcoming Panther desktop and server versions (Apple's fourth version of its Mac OS X operating system). But some analysts are skeptical.

The new Panther desktop "plays well to the Apple crowd," Enderle says, but does not "address the problems they will face when Intel's Prescott platform or AMD's Athlon 64 ship" at aggressive price points by next year.

Enderle says there is another reason supporting the notion that the business market might make sense for Apple. "Their server product, as is the case with all Unix right now, is losing ground against Linux -- and here, their advantages are a mismatch for what the general market wants in a server." What they want is no-frills, low-cost high performance, he says.

The consumer side has its pitfalls too, Enderle notes. "[Apple] laptops appear to be doing well as people drop Apple desktops in favor of them, but this can only go on so long."

Even Apple's "killer" iPod product will be facing heavy competition when a new generation of

machines that use ultra-small hard drives reach the market in the fourth quarter of 2003.

Looking Ahead

Apple CFO Fred Anderson estimates that Apple's revenue in the current quarter will show an increase in the "high-single digits" compared to last quarter, with profits showing only a "slight increase." For 2004, the company is aiming for double-digit revenue growth.

While Apple must keep an eye on quarterly revenue and profit targets, its long-term success is inextricably tied to its market strategy and product innovation.

Reynolds says Apple's near-term projects may be conservative, "as they are on a product roll right now." And the company's long-term estimates "may be a little aggressive as their products age."

However, he believes Apple's longer-term double-digit earnings estimates are doable if they keep their products "fresh" through 2004 and build the iPod business. Ultimately, Apple's success in revamping its strategy will depend on how its loyal customers react to its new products. And to keep them happy, unbeatable quality might be just the ticket. ●

INSITES

By: Anne Griffin,

Diablo Valley Mac User Group Member

Friday afternoon, Day of the Deadline and it's too hot to think. Checked MacSurfer looking for inspiration and found that the heat must have short circuited my creative synapses. Staring at the computer wasn't getting me very far so I did some laundry and some dishes, which hardly helped matters at all. Clearly drastic measures were required if I was going to make our illustrious editor happy. When last I saw him, at the end of the picnic, he looked me straight in the eye and said quite firmly: "Friday."

"Think, Anne, think," I said to myself. "There are billions of pages on the Internet, you'd figure you could come up with something to write about." This said while I gazed longingly at my new toy, lying there just within reach....

That's right, Anne has a new toy, and a very fine toy it is. It's a Handspring Treo 270 Smartphone and I'm here to tell you this device rocks.

Months ago, Marina started informing me that she would be requiring a new phone. It seems the admittedly clunky Motorola i50sx was too old fashioned and she was embarrassed to carry it. As her refusing to carry it would defeat the whole purpose of her having a cell phone, I promised I would look into

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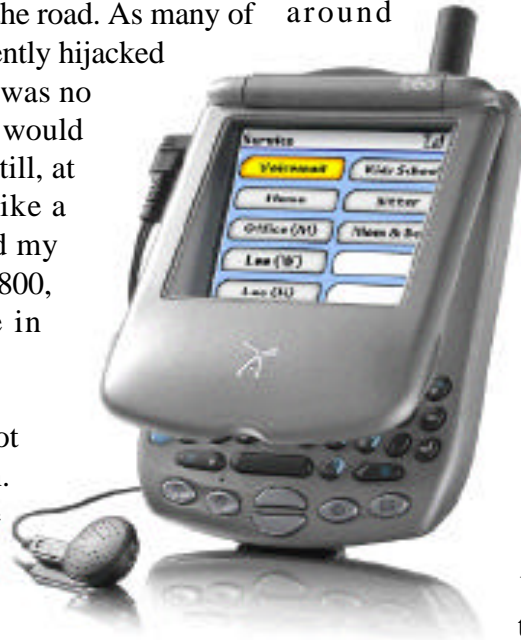
it when our one year contract with Nextel expired in April. I knew that Nextel was not going to be supporting the type of phone I coveted, so a switch in service providers was going to be necessary. At first I was assuming I wanted a Bluetooth phone. This was based on the fact I had recently purchased the 12" PowerBook; I imagined I would use the phone to connect to my ISP on the road. As many of you are aware, Marina subsequently hijacked the PowerBook and by April I was no longer under the illusion that I would be carting it around with me. Still, at the time, Bluetooth seemed like a good idea and the phone I had my eye on was the Sony Ericsson P800, which was not yet available in stores.

May turned to June and I had not yet pinned down a precise plan. Marina was adamant that the phone for her was the LG VX4400, which was only carried by Verizon. I had concerns about Verizon's network standard. I showed Marina the Motorola 720, which I found had similar features, but she deemed it unattractive and would not take a second look.

Then, after the OSX SIG last Saturday, Cohn Sobrero and I headed over to the Apple Store opening in Walnut Creek. On the way we walked passed the T-Mobile store and went in to poke at the phones. It

was then that I picked up the new Treo. When the salesperson mentioned that unlimited Internet access (which does not count against your minutes) was \$19.95 a month, I was hooked. I didn't even bother to ask if it had Bluetooth (it does not).

After months of checking this stuff out I was ready to be done shopping. Marina's birthday was right around



the corner and I had set that as a goal when it became June and I had still not settled on a phone. All along I has seen this sporty little Samsung and wondered what could be wrong with that. It seems to have all Marina's requirements in terms of colors and ring tones, so on Wednesday I took a chance and headed over to T-Mobile, where I told the salesperson I was tired of shopping for the perfect phone and handed over my card.

Unable to wait the week and a half to surprise Marina on her birthday,

I handed over her phone when I got home. I'm sure you will all be relieved to know she is quite happy with it. She especially appreciated that I had arranged for the last 4 digits of her number to spell out her nickname Mena.

My phone charged, I tested the Internet and was delighted, after some fiddling with passwords and

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account setup, to connect to the BBS and the DVMUG Membership Database over the Web. FirstClass displayed my desktop folders as a list and it was really quite manageable. As I use FirstClass for all my wordprocessing needs, this means I could theoretically write this article using my phone!

That in mind as the heat slowly rose to an intolerable level at home, I decided to sync the phone with my Palm Desktop and head over to the DVMUG office to sequester myself in the air conditioning and bang this piece out where I could think. I gathered up my stuff and hit the road, stopping for sushi on the way. While waiting for my roll I whipped out the phone and tried to connect. No go. Uh-oh, this could mean an afternoon of troubleshooting, rather than an attempt to please my editor with a timely review.

At the office I quickly determined that the Handspring support site was useless for my needs. As the phone has poor signal inside the thick walls of the DVMUG office, I decided to head over to T-Mobile. When I whipped out the Treo, the sales guy got this scared-rabbit look in his eyes and said, "Let me start dialing the phone now, we just got those in and I know nothing about them." Tier Two tech support figured it out: the Palm Sync had jogged the network settings to something other than the default Handspring Internet Service.

Happy as a clam, I headed back to the office where it is now shortly after six and I have told my tale. Geez, ya'll, I hardly know what to do with the rest of my weekend, but I'm sure I can think of something else to procrastinate on.

This article came from the Diablo Valley Mac Users Group newsletter ApplePRESS. ●

From DMUG ApplePRESS

Rick's Tips 'N Tricks

By: Rick Calicura,

Diablo Valley Mac User Group President

Apple's MAIL


There have been questions about Apple's MAIL application. There are some little tricks that you can use to make this nice program even better.

Let's say you have received an e mail from someone who is not in your Address Book. You could go to the MESSAGE menu to add the person, but a lovely little shortcut, using the COMMAND key and the letter "Y" creates a new entry for the sender automatically. If you made a mistake and that person is already in your Address Book, not to worry, it will not overwrite your data.

Oftentimes you may wish to send an item to a group of people. The BCC (Blind Carbon Copy) feature is just the ticket for doing this. When you send someone a BCC, the only address he or she sees is the one in the "To" box and his or her own; the other addresses are private and not spread out for the whole world to see and perhaps harvest for spammers to abuse. To send a message to a group,

simply open a new message and, under the EDIT menu, select ADD BCC HEADER. You'll get a BCC field under the CC field in your message where you should put all those addresses (you can put your own address in the "To" field). This is a courteous way to send to a group.

However, for folks who receive lots of e-mail, it is no fun receiving eight or ten copies of the same jokes from different senders. Some folks have multiple e mail addresses and get as many as hundreds of e mails every day, and deleting 10 or 20 unwanted duplicate jokes is pure drudgery. Instead, just post the jokes in the Humor conference in the DVMUG BBS!

You can forward more than one message in a single e-mail. This nifty trick is built right into the Apple MAIL program. Instead of cutting and pasting the text from the messages you wish to forward, simply hold down the  Command Key (it has the Apple on it) and single-click on each of the messages you wish to attach to the new message as "forwards." Once they have been single clicked, then click on the Compose button (the one with the pencil). When the new message appears, look in the EDIT menu and click on the command to APPEND SELECTED MESSAGES. After that, simply put the address in there and send it. Wonderful! ●

KMUG Member Passes Away after Brief Illness

Wally Dowd has been a KMUG officer for many years, acting as our "Member-At-Large."

RADM Wallace R. Dowd, Jr., SC, USN (Ret)
32nd Chief of Supply Corps
(21 July 1921 - 14 July 2003)

It is my sad duty to report the loss of another of our legends of the Supply Corps...RADM Wally Dowd. Rear Admiral Dowd passed on 14 July 2003 in Bremerton, Washington, after a brief illness. Services are scheduled for 1100 on 15 September 2003 at the Fort Myer Chapel, and will be followed by a funeral procession by the "Old Guard" with caisson, graveside honors, gun salutes, and interment at Arlington National Cemetery.

RADM Dowd was born in Cambridge, Mass., in 1921 to the late RADM and Mrs. Wallace R. Dowd. As a Navy junior he moved often with his parents until his graduation from Bremerton High School in 1938.

A member of NROTC, and graduate from the University of Washington, he was commissioned Ensign in the U.S. Navy Supply Corps on 11 July 1942. He later earned his M.B.A. at the Graduate School of Business, Stanford University, and completed the Command and Staff course at the Naval War College.

After instruction at the Navy Supply Corps School, then ENS Dowd set off to serve as the destroyer division disbursing officer in USS ALDEN (DD-211). The destroyer crew was hunting for German submarines in the Atlantic during World War II.

Subsequent duties afloat included USS ANTIETAM (CV36); Staff Supply Officer, Commander Fleet Air Wing One, USS SALISBURY SOUND (AV13); Supply Officer, USS SAINT PAUL (CA73), Flag Ship, Commander 7th Fleet; and Assistant Logistic Officer, Staff Commander Service Force, 6th Fleet, in the Mediterranean.

Rear Admiral Dowd's career reached its pinnacle in December 1972 when he was selected to become

Commander, Naval Supply Systems Command, and our 32nd Chief of Supply Corps. His tour as Chief was marked by a staunch commitment to improved Fleet Readiness while facing accelerated tempos of operation. He stressed the reallocation of resources to the waterfront and pushed the leadership to get involved. He was first and foremost interested in taking care of our sailors and ensuring they had what they needed to get the job done.

Retiring from active service in March 1977, Rear Admiral Dowd received his second Distinguished Service Medal, which was added to his long list of career achievements and recognitions.

Following retirement, Rear Admiral Dowd went on to become CEO of two corporations in Seattle and Beaverton, Oregon. He also served as President, Board of Trustees, for the Seattle Lighthouse for the Blind, and as a director of the National Industries for the Blind in Wayne, N.J.

Wally Dowd was a veteran of World War II, the Korean War, and the Vietnam War, and a highly respected leader in the Navy, in business, and in his community. He was a friend first and mentor second to countless number of Supply Corps officers and friends both in and out of the Navy. His absence leaves a huge hole in our Corps.

His wife Polly, and two daughters, Kathleen Avery of Woodland Park, Colo., and Patricia Paine of Madison, Maine, plus two grandchildren, Jessica Reed and Mark Paine, and six great-grandchildren survive him.

In lieu of flowers, memorials may be sent to the Navy Supply Corps Foundation, Navy Supply Corps School, 1425 Prince Avenue, Athens, GA 30606, or Lighthouse for the Blind, P.O. Box 14119, Seattle, WA 98114.

J. D. MCCARTHY
Rear Admiral, SC, USN ●

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<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!

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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.

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Myhre Road, Silverdale
(one block East of Silverdale Way)

This month's newsletter editor was Joe Williams



**KITSAP MACINTOSH USER'S GROUP
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