

SEPTEMBER 1995

# BOARDWATCH

## MAGAZINE

Guide to Electronic Bulletin Boards and The Internet

# 100<sup>th</sup> ISSUE

### AT&T INTERCHANGE ONLINE NETWORK

*An Online  
Service Designed  
for Publishers*

### T-1 TO A BLUE BARN

*Rural BBS  
Operator Brings  
Internet to  
the Farm*

### COLLEGE WEB SITES

*50 Webs  
for Students*

### \$1 MILLION INTERNET HUNT

*Win a Sports  
Car by Modem*

### ONE BBSCON PREVIEW

*Picks for the  
Online Provider's  
Tradeshow*

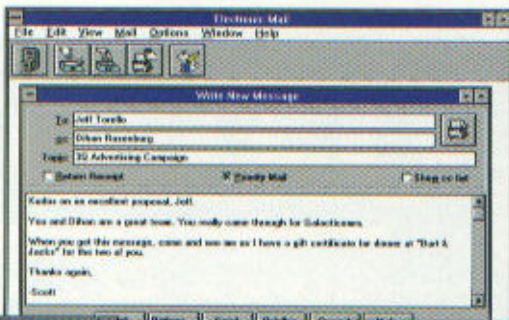
### MUSIC ON THE WEB

*Jammin' With  
the Babb-Man*





**Worldgroup Manager:** Users access and navigate your system with Worldgroup Manager, a freely distributable Windows client. With the click of an icon, users are connected and logged in to your system.



**E-mail:** Users can easily manage their mail with their own in box, out box, multi-folded filing cabinet, address book and more.

**Main menu:** Launch your own online service, right out of the box, with Worldgroup. Offer users e-mail, forums, multi-user teleconference, polls, files, Internet access and more.



**Forums:** Create up to 10,000 group message areas or Internet newsgroups for users to exchange ideas on a variety of topics. A map even helps users track conversation threads visually.



# Open Your Windows to the

**Worldgroup™.** Bring the World a Click Away.

The newest, smartest generation of online software isn't coming from Microsoft. Or CompuServe. Or America Online. It's coming from you — and Galacticomm, the creator of The Major BBS®.

It's called Worldgroup. And it's a client/server online software platform that brings the world to you.

Think of Worldgroup as the bridge that links the people and resources within your company to the world

beyond. With the click of an icon, you can network your entire business world — customers, stockholders, prospects, field staff, distributors, vendors, the press and more — together online!

## **Worldgroup. The World's Most Powerful Client/Server Online Platform.**

By running your own online service, you have 100% control over the content, presentation and revenue of your system. And Worldgroup's client/server approach makes it easy for anyone to use.

The client runs under Windows on your users' machines. Its multi-threaded architecture lets them do all sorts of cool things simultaneously. Like download files in the background, while reading new mail. Or auto update

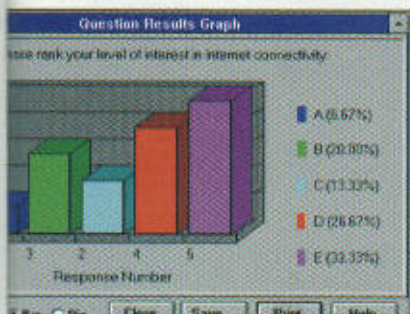
new versions of applications transparently. Local caching, "look ahead" and client-driven intelligence maximizes performance at 2,400 or 28,800 bps.

You can customize all the icons and menu pages out of the box. With Worldgroup's multimedia features, you can have a "splash" screen with a BMP image and a WAV or MIDI file, graphic menu backdrops, real-time video and more.

There's even a "launch" client/server utility that downloads and launches files for your users, such as Adobe Acrobat files, Word documents and PowerPoint presentations, in one easy step — while the user is online.

You can use Visual Basic and C to create your own custom client/server applications (we provide source code). Or, just plug and play dozens of add-on applications from our network of Independent Software Vendors.





**Polls and Questionnaires:** Offer marketing surveys, suggestion boxes, applications forms and testing, to name a few. Results are immediately tallied and can be viewed as exportable bar graphs or pie charts.

File Name	Added	Size	Description
EXPLORER	7/24/95	3,823	Press release written about VLSI
EXPLORER	7/24/95	4,297	Press release about E-mail and Colloquy
EXPLORER	7/24/95	1,173	Press release about E-mail and Colloquy
EXPLORER	7/24/95	4,125	Press release about E-mail and Colloquy
EXPLORER	7/24/95	4,253	Press release about E-mail and Colloquy
EXPLORER	7/24/95	6,122	Press release about Internet Connecting Option
EXPLORER	7/24/95	6,372	Press release about Internet Connecting Option
EXPLORER	7/24/95	2,541	Press release about Internet Connecting Option
EXPLORER	7/24/95	2,443	Press release about Internet Connecting Option
EXPLORER	7/24/95	2,563	Press release about Internet Connecting Option

**File Libraries:** Users simply tag the files they're interested in and select the download icon. Files can be downloaded in the background while users enjoy your other services.

**Teleconference:** Users can simultaneously chat, whisper, sketch diagrams, transfer files and more with each other in real time.

**Help:** Users will quickly grasp the advantages of Worldgroup's friendly Windows interface, with hypertext online help at every window.

# World of Online Computing

The server runs on a single 486 or Pentium DOS machine and can handle up to 256 users online at once. Locks and Keys™ security provides airtight access control.

Full system accounting and reporting is built in. And in addition to client/server users, you can still support ASCII/ANSI/RIP terminals.

**Worldgroup. Beyond the World-Wide Web.**

Worldgroup's client/server interface works just as well over the Internet as it does with dial-up modems. We're talking full-fledged interactive applications, not just documents. In addition, ftp server and basic WWW server capabilities are also supported.

But it doesn't stop there. You can make your service accessible via modem, serial ports, TCP/IP, Novell LAN, ISDN and X.25 networks such as CompuServe and SprintNet.

**Worldgroup. The Best of Both Worlds.**

Worldgroup gives you the best of workgroup software and commercial online services. E-mail, group discussion areas, file libraries, teleconferencing, surveys and more are all built-in. You can gateway to existing message systems via MHS or UUCP. And that's just the beginning.

**Worldgroup. A World of Resources... A Phone Call Away.** As a Galacticom customer, you'll also receive excellent documentation

and world-class support. In every way, we will work with you to make your online venture a success.

So open your Windows to the powerful, smart new Worldgroup of online computing today. Call your Galacticom dealer or call us at 800-328-1128 (or 305-583-5990 outside the U.S. and Canada). You can also send e-mail on the Internet to sales@gcomm.com and access our home page by pointing your Web browser to <http://www.gcomm.com>.



*Worldgroup provides a communication model that brings the inside world and the outside world together in a secure, productive environment.*



Galacticom and Worldgroup are trademarks of Galacticom, Inc. The Major BBS is a registered trademark of Galacticom, Inc. All other products are trademarks of their respective companies.

# Sysops who win know what it takes.

Eight of the top 15 winners in the Boardwatch 100 run TBBS.

You've set your goals and made the commitment to build a BBS. But hard work alone does not guarantee a win. The best way to become a winner is to watch what the winners do and follow their example.

It doesn't matter if you define winning as making the top 10, the top 20, the top fourth, the top third, or even the top half – you'll see more winners use TBBS than anything else. It's easy to get lost in technical details when selecting BBS software.

However, if you focus on giving callers what they want, the

choice is easy – Winners run TBBS, and their callers love them for it. If winning is your goal, call (303) 699-6565 for more information and access to a demonstration system.

**TBBS. The BBS people love to call.**

IN ORDER OF NUMBER OF VOTES RECEIVED BETWEEN JANUARY 1 AND JUNE 30, 1994

TITLE	PHONE	DESCRIPTION	SOFTWARE LINE
1 Software Creations	508-368-7139	The Primary Source for Entertainment Software	PCBoard 134
2 EXEC-PC	414-789-4360	Largest dial up BBS for shareware software	Custom 289
3 GLIB	703-578-4542	Gay & Lesbian information, internet email, live chat	TBBS 23
4 Monterey Gaming System	408-655-6555	Custom interactive gaming and multi-user conferences	Custom 36
5 Blue Ridge Express	804-790-1575	Large files base with 3 Gigabytes and CD-ROMs	TBBS 33
6 Deep Cove BBS	604-538-5885	News, publications, internet email, shareware, games	TBBS 11
7 AlphaOne Online	708-827-3619	Adults only, matchmaking, personals, shareware	TBBS 31
8 America's Suggestion Box	516-589-5390	13 Gigs of Shareware, internet email, Usenet newsgroup	OrsComm 74
9 Lifestyle Online	800-775-7714	Chat systems, adult lifestyles, personals, email	TFP 67
10 Prodigy Genealogy	214-690-9295	Information and help of searching for people	TBBS 10
11 Chrysalis	404-924-8472	34 CD-ROMs online, internet email, online games	Widcast 15
12 Pleasure Dome BBS	404-924-8472	Adults only, matchmaking, internet email, chat	TBBS 32
13 INDEX System, The	717-657-8695	Online publications, BBS lists, internet email, chat	TBBS 33
14 Pennsylvania Online	413-530-4365	Internet accounts, 10 Gigs online, Fidonet IC	TBBS 31
15 Springfield Public Access	703-385-4325	4000 Usenet newsgroups, 5 CD-ROMs, family BBS	Maximum2 PCBoard 33
16 OS/2 Shareware	215-443-7390	OS/2 support and shareware files	SMS PCBoard 19
17 DSC	614-224-1635	Full internet, internet accounts, full Usenet	TBBS 31
18 Wizards Gate BBS	708-820-8344	No fees, full access on first call, 12 Gig online	PCBoard 19
19 Aquila BBS	615-383-0727	Illinois's largest filebase, message base	RA Pro Custom 19
20 Nashville Exchange, The	919-481-9399	Internet, Usenet, Fidonet, shareware, online games	PCBoard 19
21 deltaComm Online	816-567-3511	Distribution & support for Telix	Custom PCBoard 19
22 File Shop BBS, The	317-359-5199	US & World News, Stock information, full internet	Widcast TBBS 10
Traders' Connection	216-381-3320	Large classified ad database, national access	TBBS 31
Ohio	610-439-1509	Large message base, shareware, ads	Falken PCBoard 19
InfoService	908-265-0189	General BBS, messages, files, chat, email	PCBoard 19
The	610-439-1509	Since 1982, online games, internet email	Widcast TBBS 10
Int'l Systems	908-265-0189	9 Gigs online, chat, messages, games, matchmaker	TBBS 31
	703-749-2860	Internet, Usenet, shareware, adult areas	TBBS 31
	914-607-4066	5.7 Gigs, 35,000 files, 100 online games, echos	PCBoard 19
	612-839-1366	Large shareware system, chat, internet email	PCBoard 19
		National 800 access, 10 Gigs online	
		Online games, Usenet, internet, shareware	
		OS/2 support, 5 Gigs online	
		Full access on first call	

Boardwatch reader's choice BBS list copyright © 1994 Jack Rickard, All rights reserved. Reprinted by permission.



15200 E. Girard Ave.  
Suite 3000  
Aurora, CO 80014

# Companies who win know what it takes.

## And it takes TBBS.

Winning in the marketplace takes more than good ideas and hard work – it takes the right tools. Businesses who know how to win have an instinctive ability to recognize tools which have that rare combination of

power, flexibility and reliability that make them special. Average tools

yield average results, even in the hands of a craftsman. But a tool

that is right for the job makes a crafts-

man of anyone who learns to use it. You can identify such a tool

when you continue to see it used by winners year after year.

The fact that for 14 years, TBBS has been the choice for more industrial-strength

business BBS than any other software speaks for itself. If winning is your

goal, call (303) 699-6565 for more information

and access to a demonstration system.



# TBBS. The BBS people love to run.

**"Creative Labs Blasts  
To Front Competitive  
Multimedia Field"**

Creative Labs®

Manufacturer of the Sound Blaster  
BBS # (405) 742-6660

**"Microsoft Competitors Fear  
Its Dominance Unhealthy  
For Industry"**

Microsoft®

Largest Software Developer Microsoft  
Download Service  
BBS # (206) 936-8735

**"Intel Crushes  
Competition In Battle For  
CPU Supremacy"**

Intel®

Producer of Microprocessors and  
PC Enhancements  
BBS # (503) 645-6275

**eSoft**  
eSoft, Incorporated

15200 E. Girard Ave.  
Suite 5000  
Aurora, CO 80014



# EDITOR'S NOTES

## BOARDWATCH - A HUNDRED TIMES OVER

This issue marks the 100th trip we've made to the printing house with our little box of stuff, ever hopeful that they will produce some reasonably close facsimile of it in something close to the quantity we had asked for — another issue of *Boardwatch Magazine*.

Our first issue appeared in March, 1987. It was a printed publication mailed first class. There was no electronic version of Boardwatch available until January 1988. And in 1988 we were the ONLY print publication I knew of then that was also distributed online in full text version. It was printed on an Epson MX-80 dot-matrix printer and written on an 8 Mhz Phoenix XT computer with a monochrome screen and 1 MB of RAM. It was funded with \$80 of venture capital I raised by digging around in my left pants pocket.

The first issue included a story on the topic of TIME and how to get the correct time from the National Bureau of Standards at (303)499-7111 (still in operation). It had a story on the call-waiting feature and how to turn it off so an incoming call didn't botch your 300 bps file transfer. It announced a U.S. Robotics sysop discount price of \$495 on their proprietary Courier HST 9600 bps modem - which then carried a list price of \$995. This was considered such a good deal that FidoNet was virtually taken over by U.S. Robotics that year. We talked about line surge protectors, a typesetting service that would allow you to transmit files to them by modem for printout on a very high resolution 300 dpi LASER printer. We did stories on three local bulletin boards, the Cleveland Free-Net, the

Colorado Alliance of Research Libraries (still one of the best at <telnet://pac.carl.org>), a system operated by the Society for Technical Communications, a SoftLogic Solutions product support BBS, a free job-search employment BBS. We reviewed the ADC Telephone Modem, a 1200 bps powerhouse at a very attractive \$119, ProComm Version 2.4.2 terminal software. We

reviewed three shareware utilities including System Enhancement Associates ARC51. In those days .ARC files were universal and no one had heard of .ZIP files yet.

We also did a story on how to trick your 300 baud modem into doing 450 baud by entering a few keyboard commands. And we did a tutorial on how the XMODEM file transfer protocol

### DENVER PC BOARDWATCH

NEWSLETTER FOR DENVER AREA ELECTRONIC BULLETIN BOARD SYSTEMS

Editor: Jack Rickard

March 1, 1987

#### BITS

**TIME:** Need the correct time to set your system clock? National Bureau of Standards radio station WWV maintains a free telephone time service at 499-7111. They announce Universal Coordinated Time with tone each minute. If you don't want to wait a full minute, the Naval Observatory Time Service provides Universal Time and Eastern Standard Time alternately each five seconds with tone from the U.S. Naval Observatory master clock. This is the official time base for the United States - available at (909)410-0463. (\$0.50 charge per call). Local time and temperature are always available from TV Channel 4's service at 837-4467.

**CALL WAITING:** The CALL WAITING feature allows you to detect incoming telephone calls by way of a discreet "click" in the earpiece when an incoming call is on line. Unfortunately, this click murders file transfers made via modem. Fortunately, you can disable call waiting using either of two methods. In many areas you can disable it for the duration of a single call by entering \*78 (touch tone) or 1178 (rotary dial) before the desired number. This disables call waiting only until the current call is completed. For multiple call protection, use the CALL FORWARD feature to forward all calls to another number. Although this causes the phone to ring sharply once, it apparently doesn't interrupt modem file transfers.

**US ROBOTICS MODEMS:** US Robotics is offering qualified BBS sysops a discount price of \$495 on its new 9600 baud Courier HST model - normally priced at \$995. Additionally, sysops can get a \$300 discount on the company's Courier 2400e, Courier 2400, and Microlink 2400 models. US Robotics can be reached via modem at (312)982-5892.

**COMODORE PC:** Commodore Business Machines Inc. has announced two PC compatible MS-DOS computers. The \$999 PC10-1 features 512K bytes RAM, 1 360K disk drive and an ATI Graphics Solutions video card supporting CGA, Monochrome, Hercules Graphics, and Plantronics modes. The \$1199 PC10-2 adds a second disk drive and provides a full 640K RAM. Commodore Business Machines, 1200 Wilson Dr., West Chester, PA 19380 (215)431-9100

**LINE SURGE PROTECTOR:** Curtiss Manufacturing Co. has announced a \$19.95 phone line surge protector that plugs into a 3-prong AC outlet. Two modular connectors allow line surges to shunt to AC ground. Curtiss Manufacturing Co. 385 Union St. Peterborough, NH 03458. (603)924-3823.

**TYPESETTING:** Transmit text files to Intergraphics typesetting service over toll free telephone lines. Same day service - MC/Visa. Info (800)368-3342.

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# 100<sup>th</sup> ISSUE

worked — virtually byte by byte. We also listed 161 electronic bulletin boards operating in the Denver area — each dialed up and confirmed by yours truly.

In the interim between that issue and this, our 100th, much has changed. And much has remained the same. The technology has improved immensely. We never did really become a magazine in the traditional sense. Magazines rather became us. Our format improved precisely as the tools to improve became available and operated on a personal computer. As Windows came on the scene and programs like Ventura Publisher, Pagemaker, QuarkXpress, and Adobe Photoshop became useful, we added color, better layout, etc. Today almost all magazines are produced this way. We were never produced any other way and we were always anxious for the next broken beta version of whatever program was available at the time. If we couldn't do color yet, we didn't do color. Personal computer technology has been very kind to writers and publishers. And it has made it possible for many to publish

where it was not economically feasible to do so before. If we had had to rely on conventional graphics and typesetting to produce *Boardwatch*, there never would have been one. Similarly, many many publications have arisen in this new era of publishing technology, serving small audiences around a specific specialty.

The online technology is really quite related. And it has matured as well. It is now conceivable to have successful electronic-only publications that can economically serve very small groups. This extends the trend toward "micropublishing" almost infinitely toward the bottom. A magazine successfully serving 300 readers is not out of the question. And again, we have matured from ASCII plain text characters to today's HTML/SGML on the World Wide Web allowing graphic images, tables, text, and a very pleasing display. In fact, I would look for electronic mail to incorporate HTML here very shortly, or alternatively, for World Wide Web browsers to incorporate electronic mail. Either way, delivery of web pages by e-mail is coming. And it is possible at this

point for a single individual with a PC and modem to "publish" on the Internet and reach a global audience. You could probably get started for \$80.



But in looking back, the changes are not so profound in an overall sense. Much is the same. There is simply more of it. More people online. In our first issue, we estimated 3000 calls per day in the state of Colorado to 161 bulletin boards representing a total caller base of about 10,000. Today, 3000 calls per day is one largish bulletin board somewhere. There are more graphics, more callers, more services, and just more online. But the legal problems, the software developments, the social issues, have changed little. The online community still needs that "focal point for information and news of interest to system operators and users" we talked about in our very first editorial. We've tried to fill that bill. And after 100 attempts, I'm not displeased with our efforts. With regards to accurately reflecting a picture of the online industry as it is, and with regards to pointing toward developments that will affect its future, I can in all modesty say that none does it better than *Boardwatch*. We have more writers now, more stories, and there is a lot more happening online. But our original vision of a print publication serving an online community seems remarkably on target — 100 issues later.

For the many readers who have been with us over the years, some loyally from the very first few years, my personal thanks for your support, ideas, and input along the way. We celebrate with you the flowering of a small, obscure hobby into the very mainstream communications medium you envisioned then. We watched you make it happen. And we endeavored to allow the rest of the world watch as well. With your continued support and participation, we'd like to take a whack at another hundred issues of *Boardwatch Magazine*.

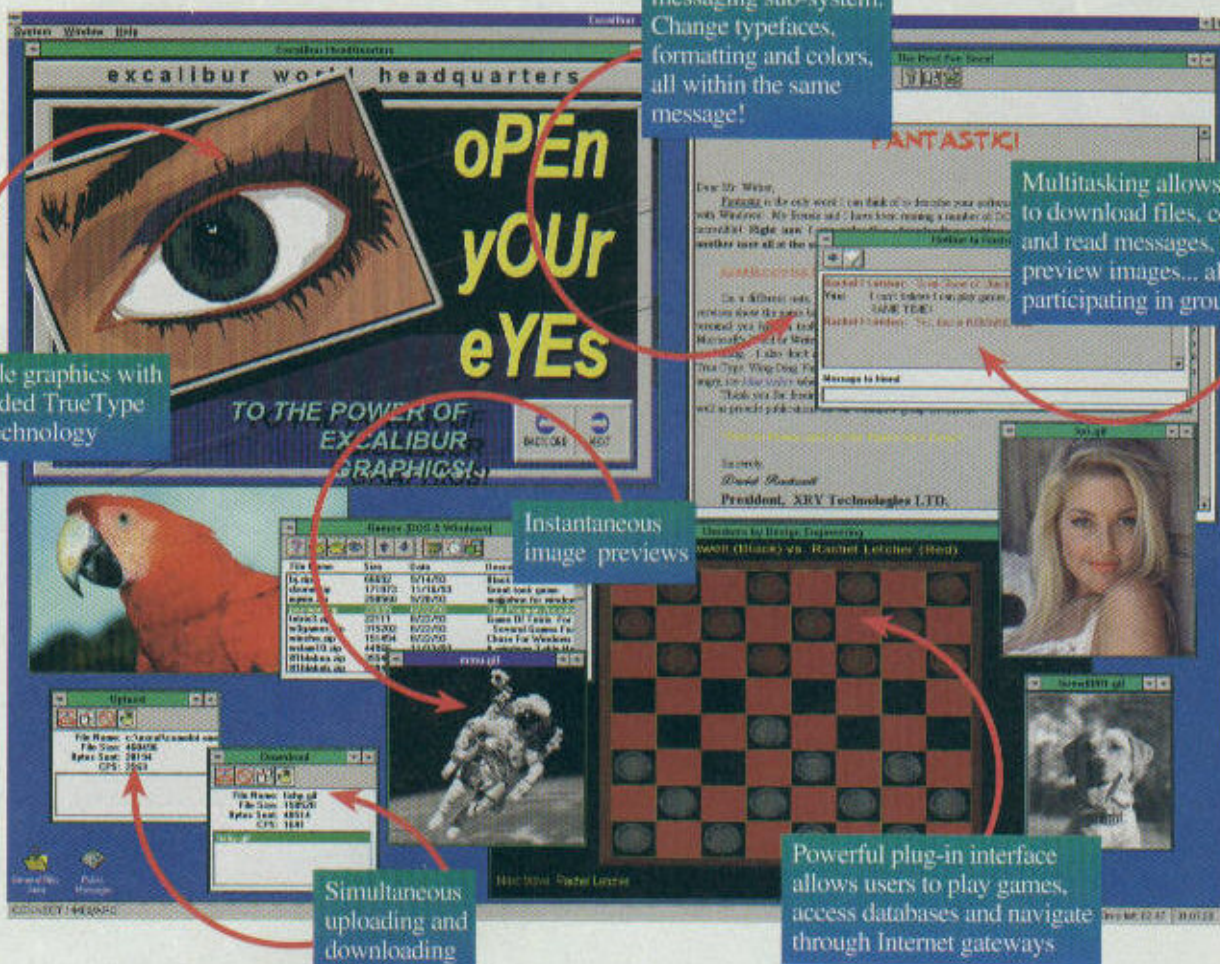
Jack Rickard  
Editor Rotundus

TRUE WINDOWS MULTITASKING • ON-THE-FLY DATA COMPRESSION

MULTI-NODE & NETWORK COMPATIBLE •

WINDOWS 3.1, 3.11, NT & WINDOWS '95

MULTIUSER CHAT



Online WYSIWYG messaging sub-system. Change typefaces, formatting and colors, all within the same message!

Multitasking allows users to download files, compose and read messages, plus preview images... all while participating in group chat.

Scalable graphics with embedded TrueType Font technology

Instantaneous image previews

Simultaneous uploading and downloading

Powerful plug-in interface allows users to play games, access databases and navigate through Internet gateways

DRAW & DROP FILE MANAGEMENT

SMULTANEOUS BI-DIRECTIONAL PROTOCOL

PROPRIETARY ERROR CORRECTION

TRUE PLUG 'N PLAY' ABILITIES

CD-ROM SUPPORT • V-FAST 28.8K MODEM SUPPORT • CALLER-ID CAPABLE • OFF-LINE E-MAIL CREATION • AUTOMATIC FILE RESUME

Excalibur is the bulletin board system taking the world by

storm. It was the first system of its kind to run entirely under Windows™ and continues to set the standard of measure. Because Excalibur is built around an accelerated bi-directional protocol, users can upload and download files, chat with other users, and compose messages ... *all at the same time!* Utilizing our proprietary graphical interface, users are able to design their own menus and screens incorporating object oriented graphics, bitmapped graphics, and TrueType fonts. This means no two Excalibur based systems are the same! Advanced error correction and data compression offer reliability and

# Excalibur BBS

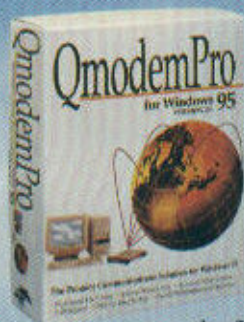
convenience to all users, even those without error-correcting modems.

As for expandability, Excalibur offers true Plug'N Play abilities. Imagine doors that are both hassle free and easy to use. By using Excalibur's *Application Programming Interface (API)*, third party developers have created everything from Internet gateways and databases to shopping malls and interactive games. The possibilities are endless. Modem into Excalibur HQ/USA at **918.496.8113** or call 800.EXCAL.BBS (800.392.2522). In Canada, modem into Excalibur HQ/Canada at 905.508.8872. Find out what users worldwide are heralding as *"the next generation in BBS software"*.





# Don't Start Your Modem Without The 32-bit Power Of QmodemPro For Windows 95



You're a speed freak, right? You bought the Pentium and 28.8 modem, and you just upgraded to Windows<sup>®</sup> 95 to take full advantage of your computer's 32-bit architecture. So why are you using old 16-bit communication software that chokes the performance of Windows 95? Get on-line fast with the 32-bit POWER in QmodemPro for Windows 95 v2. It's

the first communication software that delivers all the features and performance you need to get the most from the new 32-bit Windows platform. And since you demand performance, you'll like the fact that QmodemPro's communication and Internet capabilities go way beyond the standard terminal software included with Windows 95. So whether you're connected to the office, company mainframe or BBS for data/file transfer, you'll get the powerful, 32-bit technology in QmodemPro to satisfy your "need for speed."

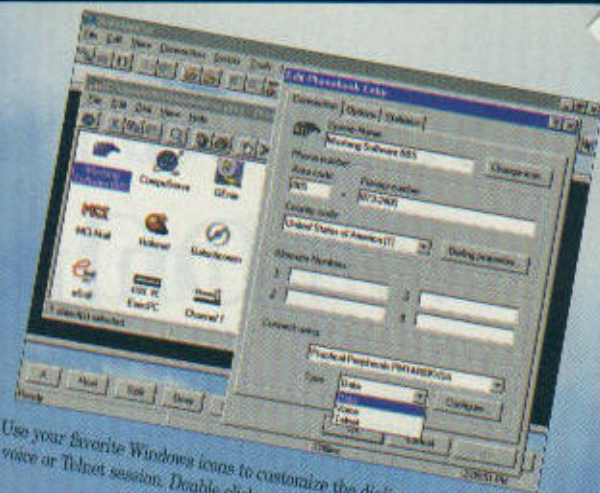
## 800-807-2874

Available at Software Etc., Babbages, Computer City, CompUSA, Electronics Boutique, Egghead and other software outlets for \$129 or less. Registered Qmodem/QmodemPro customers call for upgrade pricing.

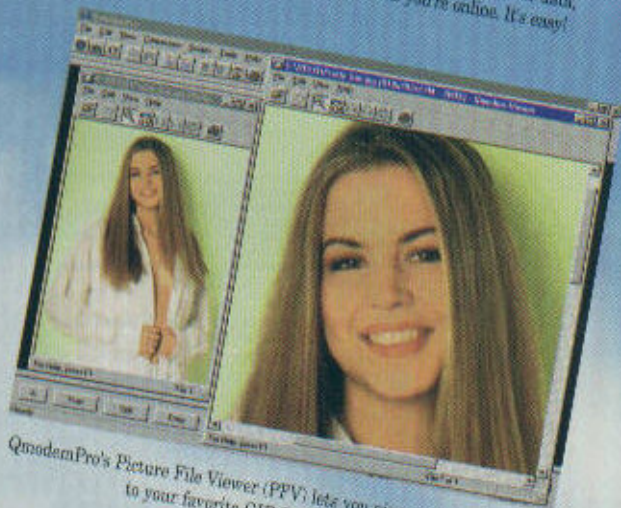


**Connecting The World**

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306  
Voice 805-873-2500 • Fax 805-873-2599 • BBS 805-873-2400  
Internet <http://www.mustang.com>



Use your favorite Windows icons to customize the dialing directory for data, voice or T1/ISDN session. Double click and in seconds you're online. It's easy!



QmodemPro's Picture File Viewer (PPV) lets you view and zoom in close to your favorite GIF, BMP or JPEG file.

### Exciting New Features Include :

- A Phone Book that uses Explorer style menus and buttons, with display options including Large Icon, Small Icon, List and Detail styles.
- OLE 2.0 support so you can drag & drop files, phone book entries and text to and from other Windows applications quickly and easily.
- 35 Terminal emulations, including ANSI, VT100 and IBM 3270 to get you on-line quickly while the programmable keyboard will satisfy the needs of any system administrator.
- A programmable tool bar with up to 50 different program function icons.
- A graphical file viewer that lets you display files in GIF, BMP and JPEG formats with zoom, even while downloading.
- Fully multi-threaded protocols that keep going even when your PC is very busy.
- Transfer files with 10 high speed protocols, including Zmodem and CompuServe B+.
- TAPI support for sharing communications devices between multiple applications.
- MAPI support for transferring text, images and files to major mail applications including Exchange, Microsoft Mail, and cc:Mail.
- Telnet support with MD5\* secure passwords for Internet access to your favorite sites.

\* RSA Data Security, Inc. MD5 Message-Digest Algorithm  
© 1995 Mustang Software, Inc. All names are trademarks of their respective companies.

# Need expert BBS help? <sup>SM</sup>

## ✓ Unmatched Experience

We are a full-service, professional company that specializes in telecommunications hardware and software, Bulletin Board Systems and related applications. For over twelve years, we've been setting up bulletin boards for customers world-wide. Our experience is proven by the awards our 64-line BBS has won over the past twelve years, including winning 13th place in the Boardwatch Top 100 contest! We know what it takes to run a successful BBS, and we can share our experience with you!

## ✓ Turnkey Solutions

In addition to selling the software and hardware components necessary to let you put your own system online, we have the ability to provide our customers with total turn-key systems. We have several programmers available to transform your ideas into realities quickly and at very reasonable rates.

## ✓ The \$5 Difference

Because we are a "VAR" (Value Added Reseller), we offer service before and after the sale. Here's an example: What happens if your DigiBoard has a problem after you've bought it? If you buy it for five dollars less, you have to ship it back to the repair center to get it fixed. Buy it from us, and for the first year you own your board, if you experience a problem, we will send a replacement one out to you, overnight, at no charge.

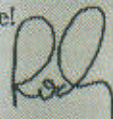
It's that added value that makes the difference. Not the five dollar price war that these "one-man" shops are running. We are able to provide you with a truly economical solution to your needs, without sacrificing quality. Call us. Just talking to us on the phone, you'll hear the difference.

## ✓ Our Services:

- |   |  |
|---|--|
| <input type="checkbox"/> BBS Software Sales       | <input type="checkbox"/> Application Generation        |
| <input type="checkbox"/> On-site Installation     | <input type="checkbox"/> Training and Support          |
| <input type="checkbox"/> Configuration Assistance | <input type="checkbox"/> Professional Consulting       |
| <input type="checkbox"/> Custom Programming       | <input type="checkbox"/> ISDN Installation and Support |
| <input type="checkbox"/> Remote BBS Support       | <input type="checkbox"/> Internet Connectivity for BBS |
| <input type="checkbox"/> BBS "Service Bureau"     | <input type="checkbox"/> and Local Area Networks       |

### Helping Customers Since 1983!

No other company in this industry has the skills and experience that we have. Nobody! We're the proven industry leader for over twelve years. If you need some advice, why go to the "new kid on the block?" We'll be there for you before and after the sale. Call us today and let us help put you online!



Rodney A. Aloia  
President

We're on the Internet! Telnet or ftp to "index.com"

See you at **ONE BBCon!**  
Booth #'s 211 & 310

## GALACTICOMM

WorldGroup 8-user ..... \$400.00  
WorldGroup 20-user ..... \$785.00

User Six-Packs ..... \$190.00

We carry all Galacticomm Products!



We carry all Digi Products! Call!

PC/4 w/16550's ..... \$290.00  
PC/4e ..... \$430.00  
PC/4 Cable ..... \$35.00  
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# DVORAK ONLINE

by John C. Dvorak

## FREE INFORMATION AND THE SUPERHIGHWAY

Recent incidents:

1) I'm listening to this radio host doing his computer show. He says that there's a new service on the Web but they'll be charging a fee. He starts a rant: "Who is going to go to use this service when there is so much good stuff on the web that's free!"

2) I'm asked to write something for a large publisher's web page. "Can you do a kind of mini-Inside Track? You know like that column you do in *PC Magazine*?" I then ask: "What are you going to pay for this?" He says, "Oh, we don't have anything budgeted. I was hoping you'd do it for exposure. That's what the others are doing."

3) Quote seen online: "Why would I want to write for a computer magazine and get paid when I can put all my stuff up on the web for free!"

The last fellow was joking, I hope. The point is that the adage: "You get what you pay for" has some historical and practical meaning. I don't deny that there are plenty of cool freebies and tons of public domain text available on the net and the web. But while broadcast TV is free (and there are plenty of movies and lots of free information being broadcast 24 hours a day), the fact is people still buy books, newspapers, magazines and go to the video store.

Web advocates will immediately make the following McLuhan-esque comment: the only reason that books, magazines, newspapers and video tape stores stay alive is because TV is a linear medium that the user cannot control. The Internet/Web axis is totally controllable. It's as if TV were random access within the time continuum. Imagine taking the *TV Guide* and punching in a code for last Saturday night's movie. You click on a mouse button and bingo you are watching last Saturday night's movie. Who would need a VCR if you could do that?! Take it a step further and imagine all the TV ever done since 1946 available in the same way. Then add all the movies and whatever else you want into the pot. In some sense this is what is happening with the Internet/Web: random access to history!

When I imagine the potential for what I like to call TOTAL TELEVISION — the complete interactive TV system where users could call up any program from any time — I imagine a world where we'd do nothing but watch TV. This power to watch every *Dobie Gillis* Show ever made in a self-designed

marathon is too compelling to avoid taking advantage of it (sick thought though that may be). This has happened to some extent on the Web, as self-described Web Heads spend hours on end surfing the Web looking for something nifty to read about or look at. But when they step back and see the benefits of the experience they discover it's not much different than watching 5 years of *Dobie Gillis* shows. It's a waste of time. Cleaning out your closet is a better thing to do!

OK, now back to the "You get what you pay for" notion. The TOTAL TELEVISION concept has an aspect that can't be ignored. No matter how far back you go there is a pervading shallowness to the information content found on this free medium. Sometimes the entertainment value is high, but the information content is always low and shallow. We all cringe when a dumb friend or relative (we all have a few) makes the comment, "I saw it on TV!" or even, "I read it in the newspaper!" as some sort of irrefutable appeal to authority. Both sources are shallow, misleading and inaccurate much of the time.

Yes, I add newspapers to this complaint. If the computer revolution has done nothing else, it's shown us how shoddy the overall quality of newspaper reporting is. We conclude this after reading our various local newspapers and finding a host of technical errors, naivete, oversights and simplification regarding the reporting of high technology issues. You must logically conclude that ALL reporting is this faulty since everything is based on the same journalistic precepts. These precepts, which generally never worked well, assume that you don't have to know squat about something to report on it. You just have to ask the right questions. Exactly how you can accomplish this "right" questions aspect without expertise mystifies me.

The point is that the newspapers have systematically failed us too and have provided nothing more than background for the shallow TV reports. We are seeing more proof that the "you get what you pay for" axiom is true. Real information costs money, no matter what the propagandists would like to argue. Sure, there is the occasional free source such as Jim Warren's *GovAccess*, but this is information with an agenda (albeit the agenda is well-meaning). Still, it is anything but objective.

I could begin to belabor this point, but all I want to say is that it's incredibly naive to think that good information — accurate information with depth — will ever be consistently free. Information is a

In addition to his weekly syndicated radio call-in show, "Software/Hardtalk," syndicated newspaper columns, magazine writing for *MacUser*, *PC Computing*, *DEC Professional*, *Information Technology*, and his featured "Inside Track" column in *PC Magazine*, Dvorak is the author of several best-selling books, including *Dvorak's Inside Track to DOS* & *PC Performance*, *Dvorak's Guide to PC Telecommunications*, and *Dvorak's Inside Track to the Mac*.

weapon, like it or not. The last free weapons were a rock and a stick. This weapon called information is used by individuals to get an edge on the competition and is used by governments to control the public and win battles. Information is always worth money if it's good information. It's worth even more if it is not generally available. It reaches its maximum value when it's actually secret information.

While some sociologists worry that the world is going to be divided into the information haves and the information have-nots, they ignore the fact that the world has always been divided up this

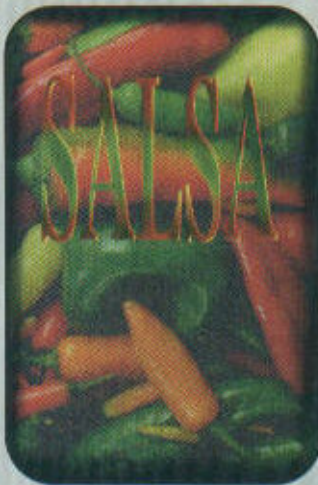
way. The WWW won't help and access to it by the perceived information have-nots will do nothing more than fool them into believing they've been empowered when they haven't.

But a world that is divided into the information haves and the information think-they-haves is a lot safer world than a have/have-not world. So who is complaining? The important thing is to make sure YOU know the difference. One way to tell: if it's free information, it's probably NOT what you really want and probably not valuable. ♦

## DVORAK'S RECIPE NOOK

### SALSA — NOTHING TO IT

I suppose that you could make your own ketchup and mayonnaise fresh as needed, but when the kids want a quick sandwich it's unlikely you want to go through the trouble of making fresh mayo! It's a personal decision regarding how far you want to go to make your own condiments. One that probably should be on the list is salsa. Salsa, which according to some food sources is the number one condiment in the country, is much better fresh and effortless to make. Check the ingredients on your favorite prepared salsa and just copy them. Experiment with different chilies too.



#### Here's a typical recipe:

One or two tomatoes  
Two jalapeno peppers  
Two tomatillos (husk removed of course)  
Half an onion  
1/4 cup cilantro  
1/4 cup wine vinegar or lime juice  
salt, pepper to taste

Coarse grind in a blender,  
serve in a bowl.

Virtually every ingredient in this recipe can be varied. If you look at the oddball salsa found in today's recipe books you find a huge variety of weird salsa. The Sept. 1994 *Sunset* (p. 124) exemplifies this trend towards screwy salsa with Tropical Fruit

Salsa which uses pineapple, papaya, mango and bell peppers; Watermelon Salsa which is a combination of watermelon, jicama, jalapenos, cilantro and lime juice. Do you see what we're getting at here? Basically it's making a ground-up cold sauce from just about any combination of things you want. The concept is easy and variety is the key. The idea that there is one perfect salsa or that it can be bottled is ludicrous.

#### Experiment.

Finally, is there a reader who can call some of the BBSs in Argentina and Nicaragua to get me a variety of recipes for Chimichurra sauce — a condiment used over grilled meat. Send them to e-mail://dvorak@aol.com and I'll print the best ones with thanks. This is one tough recipe to find in the literature and I've noticed a horrible shortage of cookbooks that related to South American cuisine. ♦



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