

## Digital Debris



### Fee or FREE?!!

As soon as **Yahoo** started charging nominal fees to post items for sale on Yahoo! Auctions there was a 90% drop in the number of Yahoo! Auctions' users.

### New Business Models

Originally, everything on the Internet was free -- and a lot of fabulous information and services remain free. We're not talking a lot of \$\$ money, here. The announced fees ranged from 20 cents to \$2.25.

Regarding the Yahoo Auctions fee structure situation, one analyst said "It will be very difficult to get users to pay because they can switch to another portal offering similar services cheaper or free." This sentiment is a common one, and there is a lot of truth in it.

Shares of Yahoo! stock rose 10% within days of the fee announcement because analyst's are usually pleased to see a company's projection of added income.

### Catch 22

This is a classic Catch 22 situation, Internet-style. The reality is, it costs a good deal of money for a site's web development, hosting, programming, management, accounting, marketing, public relations, customer service, etc. Many Web sites that have managed to stay online now have to rethink their non-working business models.

[Comments?](#)

[Send to: editor@digitaltimes.com](mailto:editor@digitaltimes.com)

## Product Review



### Perfection 636



I've used this scanner for quite awhile now, and am really satisfied

with the Epson Perfection line of moderately priced scanners. It's most valuable feature, from my standpoint, is its reliability. I had no problems with it, except when I changed my operating system from Windows 98 to Windows 2000.

This scanner has interface software that would not work under Windows 2000 and unfortunately, Epson technical support wasn't that helpful. Eventually, [after a visit to their website plus several email exchanges] I was given the right link for downloading the software I needed, but it took two or three frustrating attempts to get it to work...meaning I downloaded and executed the application several times before it worked properly.

This device scans at low to high resolutions making it suitable for a number of print and web applications. In summary, for home or light office use, this scanner is hard to beat.

VIRTUAL  
CONCIERGE

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## the Internet Printer by HP

Ever heard of Internet Printing Protocol [IPP]?

HP's LaserJet 9000 provides users with the advantages of Internet-enabled printers, such as the scheduled printing of content directly from Web sites and the ability to send print files over the Web without the intervention of a PC.

This baby has a print rate of 50 single-sided pages per minute and is designed to handle 300,000 pages per month. The engine has an embedded Web server and jobs are managed through a web browser. Other features are a proactive alert system that can send warning messages to three different e-mail addresses in case of system failure. It will also send email notifications in the event of an empty toner cartridge. [Will it advise if the paper tray is empty, too?!].

Designed for volume printing, the LaserJet 9000 sports one of the fastest print engines available. It has the versatility of a production printer but is designed for smaller workgroup environments.

HP's closest competitor is their LaserJet 8150, which produces 32 pages per minute on a 150,000-page-per-month duty cycle. Prices range between US\$3,299 and \$8,399 depending on configuration.

## Digitally UN Cool

### M-Commerce

Last year fewer than 100,000 out of a pool of 6 million wireless users made a purchase using the data features of their wireless handsets or personal digital assistants, indicating meager consumer interest.

A report published July 9 by Jupiter Media Metrix suggests that payoffs in Mobile Commerce don't appear to be worth the expense of development

### GOING DARK

You can grab the attention of your audience through advertising, but "Going Dark" means shutting down ad campaigns, and that is taking place right now.

Hewlett Packard has suspended ads in all print media for the months of August and September, the last two months of their fiscal year.

Nortel halted advertising in industry magazines earlier this year and their ad agency cut 30 staffers from the payroll because of it. Last month Fujitsu told media companies they are going dark with print ads for the remainder of 2001. *The ad industry has a truism that will now be put to the test -- that advertising becomes more critical in a down economy.*

Sources: TheNetEconomy and Adscope

The information contained in Digital Times is a combination of original editorial content and information pulled from wire services, research and various online resources.

## VIRTUAL CONCIERGE



San Jose, CA.

The Westin Hotel has invested over \$40,000 in a videoconferencing system and T-1 line in concierge Anna Morris's home, enabling her to telecommute to her job 75 miles away.

Guests can see and hear Anna on the 3x4 foot flat plasma monitor at the concierge desk in the hotel's lobby. Many don't understand that all they have to do is stand in front of the screen and start talking. Others realize it once she starts talking. "Sometimes people are really surprised that you can help them," she said.

Anna, who was technically challenged and never owned a computer until recently, had to learn to operate a PC, video camera equipment, printer and fax, lapel microphone and an object camera, which projects images onto the monitor.

Now Anna faxes directions off the Internet, books rental cars and reserves tables at restaurants. From her desk at home, she can survey the lobby, control the camera in the lobby, and follow guests around. "I hope one day other people with families will be able to do what I'm doing," said Anna, who moved in 1998 to escape the Bay Area's exorbitant housing prices. Now she comes in to the Westin Hotel one day a week, to stay in touch with her colleagues and attend staff meetings.

The system was designed by **Interactive Multimedia Artists**, a Santa Monica, California multimedia communications firm.

## Web Pad



This Internet-ready wireless portable touch-screen PDA and PC combination by Viewsonic has a built-in six-gigabyte hard drive as well as a built-in digital camera. It will sell for about \$1,800 and be available through resellers beginning next month.

### Viewpad 1000

The brains of it is an Intel Celeron processor running at 800 MHz, and it runs a full version of Microsoft's Windows 2000 Professional Edition. The 10 inch screen is pretty nifty and it's got all the benefits of a portable Web pad and has none of the drawbacks that a similar non-PC device suffers from. Namely, not being a PC. The scaled down model, **Viewpad 100**, also has a similar touch screen, lets you play MP3 audio files and record your voice. It will sell through wireless service providers like GoAmerica for @ \$1,100.

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