

Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."

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## WHAT I LIKE ABOUT MY IPHONE



Following up on last month's report, am happy to say that **Apple replaced my iPhone**. That, and the new upgrade of their software make having an iPhone fun.

No more freezing up and/or the dreaded '**black screen of death**.' The BEST thing about this phone is not the network or DROPPED CALLS, but the 'apps.' Not only are they entertaining, am finding they are extremely useful for my lifestyle. I can check the Stock Market, newspapers, magazines, and of course, my **Google** gmail inbox. **FaceBook status updates** messages are forwarded to gmail, making it super simple to continuously be aware of what is going on with friends and family w/o being in front of my computer--I feel so mobile ;-)

*Stress Reliever:* A surprising side benefit to having a Smartphone like this is that while a passenger in the car, whether running errands @town or taking a road trip, I can play an iPhone app game rather than just sit there and experience the extreme anxiety I feel over my husband's driving.

At the **Cafe:** There are some advantages to living in Las Vegas, where it can definitely be *cheaper to eat out* than purchase the groceries necessary to cook meals! The smaller, local neighborhood casinos send us 2 for 1 coupons for their buffets and cafes ALL the time. Since we eat out so often, *rather than work in the kitchen, I can actualize on time wasted*, as I have something to do between giving my order and waiting for the food to arrive.

**Global Time Clock:** This is useful when I need to contact customer service in Barcelona, or a relative in Costa Rica.

**AT&T:** We remain unhappy with this carrier. They are no longer 'billing us for people in our family plan' but due to excessive dropped calls am certain overall customer satisfaction is low. ;-( They were going to spend a measly \$18 billion or so on improving their wireless and landline broadband networks in 2009 I but don't think that has happened yet... -editor

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## \* Clear Wireless Broadband



My daughter lives in downtown Portland, Oregon. Until recently, she did not have Internet service as Comcast rates exceeded her budget.

A few months back, 'Clear' [Clearwire/Sprint] launched their 4G wireless broadband Internet in Portland, Oregon for @ \$25/mo. This, she could afford, so she signed up with Clear, who serves selected areas across the U.S. as well as Ireland, Belgium, Spain, Denmark and Mexico.

After her Clear modem arrived my husband and I took a Las Vegas-Oregon road trip with every intention of getting the Internet connection 'up and running' for her. We followed instructions. No connection. We moved the computer from the desk near the wall to a location closer to the window, as the instructions suggest. No connection. We moved it back. No connection.

We left Portland. My frustrated daughter was planning to call Clear Networks on Monday and return the modem. Lo and behold, tech support asked her if the modem was plugged into a power outlet or into the wall, stating 'it will ONLY work if it is plugged directly into your wall.'

Happy ending -- her modem worked & Clear didn't have to deal with a return. The downside? That **Clear omitted such a specific and necessary requirement** from their written install instructions!!

**Clear's competition? \$29.95 Pure** broadband from **Centurylink/Embarq**.

## DIGITIZING Catches On

Network  
**Computing**  
For IT, By IT

Digital  
**Issue**

**Marketers Believe that:** Digital publications engage audiences better and faster than traditional print.

**Delivery On Demand** focuses on the challenges of application delivery in a tough economy.

. **Over 75% of publishers cited they plan to use video, audio, power point and podcast assets to make their digital magazines more interactive and increase reader satisfaction.**

. Digital magazines are highly viral. Fifty percent of survey respondents said they would **share digital magazines and publications with friends & family as well as with colleagues.**

. **McGraw-Hill**, publisher of **BusinessWeek, Aviation Week & Space Technology** announced that it is cutting about 550 positions as consumers spend more than 40% of their time online with content.

**Casualties: Reader's Digest**, now in bankruptcy as it faces falling print circulation in the Internet age...**The U.S. Postal Service**--a good example of bloated governmental inefficiency and a victim of a cultural shift as profound as the invention of the printing press. The **Seattle Post-Intelligencer** newspaper, now only online and all-digital after 146 years of delivering the news in print.

**Upside: Harvard University** has agreed to digitize one of the most extensive collections of rare Chinese books outside China, and make it **freely available**. This multi-million dollar project involves more than **51,000 volumes** in the Harvard collection, some more than 1,000 years old, at the Harvard-Yenching Library.

This month, the **Financial Times** has announced plans for a **"pay-as-you-read"** newspaper model for its **Web** content. "The reasoning behind this new offering is to give our customers flexible opportunities in how they consume the Financial Times," the global circulation director for the FT, Mr. Zorthian, has said. Readers may be asked to pay per article or for the amount of time they spend on the site! The FT also sells individual issues through **Amazon's Kindle** eReader. The chairman of **News Corp**, [*The Wall Street Journal*] has said that "The digital revolution has opened many new and inexpensive methods of distribution." "But it has not made content free. Accordingly, we intend to charge for all our news Web sites."

## Web Conferencing Comes of Age --AGAIN?

**RHETORIC:** As the recession deepens, businesses are tightening their belts. In these tough times, travel is out and virtual meetings are in.

\*Web conferencing can help businesses reach out to the world while keeping employees working productively at their desks.

**\*10 reasons why your company REALLY should consider Web conferencing:**

1. Spend less on travel.
2. Extend your company's reach.
3. Increase internal business process efficiency.
4. Encourage brainstorming.
5. Enhance customer satisfaction.
6. Unite geographically dispersed work sites.
7. Speed project completion.
8. Spread important news and information.
9. Close deals faster.
10. Provide fast IT support.

Full Article, from InstantPresenter's **Web and Video Conferencing Community Forum** is [HERE](#).

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