

# Digital Times®

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Reporting on the development and/or availability of interactive products and services  
<http://www.digitaltimes.com>  
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## Multiplayer Games

by **Tom Gurka**

Programmer, Staff Writer

Massively **multiplayer games**. I'm sure you've heard of them before. Ultima Online, Everquest, Asherons Call, are just a few. You may also know of the monthly fees for access into their servers to play with the other thousands of players (which is a big reason for lag). Well if your not into that monthly fee, thousands people, or lag, try the free servers. They're popping up everywhere for almost every massive multiplayer game. People are creating emulators for the servers of these games which people can use to host their own service. But the people that host these emulated servers charge nothing, and are ready to do anything to make everyone on the server happy. Many new admins of their own game server will bring in their friends to help out in building the server, or just to be a game master (GM).

It's not even that hard to get started! You could start your own server with minimal effort and skill. For an example, Ultima Online. There are multiple emulation programs you can download now at no cost. Programs like UOX, and Sphere, allow you to open a emulated server, were as many as 200 people can join. These emulators late your customize the Ultima Online world to your likings, right down to the NPC scripts.

Making new skills, weapons, and areas are all possible to do with these emulators. You can even redesign the whole map with all the helper programs available now. Not long ago I had created my own server just to see what it's like. It's very easy.

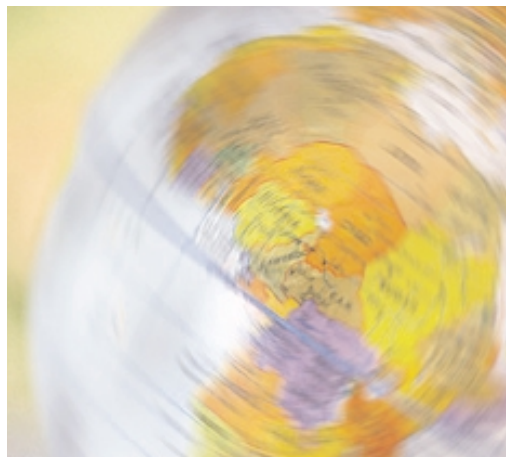
**See Part II ...on Following Page**

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## Digital Archaeology

Sounds like bones, doesn't it?

*Digital Archaeology* is a provider of business analytics--the 'deep' analysis of online customer shopping and purchasing behavior -- which helps companies determine the value of their e-marketing strategies. Their products can analyze historical database infor-



## Digital Archaeology , Cont d .

timing, and method of new product purchases -- so marketeers and enterprise users of the software can streamline marketing efforts and target likely buyers.

**Digital Archaeology** was recently acquired by *Delano Technology* for \$87 million for the purpose of rounding out Delano's e-business solutions and electronic customer relationship management (eCRM) offerings. Now, both companies plan to improve their cross-selling, up-selling and new customer acquisition programs.

## Tools of the Trade



## DIGIBID

### Featured in my DV Video

**Magazine, Digidid.com** is a "professional equipment marketplace" featuring a real-time interactive auction. Digidid.com specializes in the sale of pro audio, pro video, lighting and DJ gear, and musical instruments at auction prices.

Their FAQ states that there are **No Hidden Reserves** on Digidid. **As long as you have one valid bid, the item should sell.** They also have a built-in escrow feature to promote buyer satisfaction and protect sellers, plus intermediary services from PayPal and BillPoint.

Be sure to read their position on customer service, returns and techsupport at:  
<http://www.digidid.com/news/news.cfm?NewsID=61>

## Digitally Cool

**CertifiedMail.com** is a service lawyers are using to send contracts back and forth, so it must be legal!

[just joking]

Free for nonbusiness purposes, why not give it a try?

## Multiplayer Gaming ...Part II

Setting up your own server will take minutes. Then once in the game, you can begin changing your world to your needs in no time.

But most players don't want to host their own server. They want to play one of these free servers. Staying with the Ultima Online emulator, many people like these free servers better than the commercial ones. I myself am a player on one of these servers. A popular one among underground Ultima Online players is "Novus," a shard with more scripting and unique items and monsters than even the paying servers. When I logged on, there was around 80-90 players on, with no lag, and I'm on a 56k. I learned that there was over (roughly) 2000 new weapons, and 50 different types of armor that people could make. There are completely new things added to the skills, new art, new NPCs, and most importantly, an all new fighting system installed on this server. Many servers even provide their own quests for people to complete all the time, like finding parts or armor to gain a new sword, etc. One popular server called "Zulu Hotel" even has a new auction system for players to sell their items to people around the world with ease.

Programmer/writer **Tom Gurka**

## Online Drug & Alcohol Abuse Counseling

**EGetgoing** launched a Web-based anti-drug and alcohol E-learning site for people new to dependency treatment.

Participants are shipped CD-ROMs, headphones and a microphone to use for anonymous online group therapy, in which they can be heard by other participants.

Sessions are moderated and participants use a personalized web page for additional one-on-one online access to their own counselor, when needed.

## Health: Digital Mammograms

The FDA has found that digital breast X rays are somewhat superior to conventional mammograms. because of the fact that radiologists can enlarge part of the image to take a closer look at suspicious areas, lighten or darken the image, or change the contrast to enhance clarification of masses in dense breast tissue.

Digital machines are expensive, so they aren't widely available yet. Bottom line? It's important for women to have mammograms. Whether digital or conventional, most insurance carriers cover the cost of the procedure.

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

## ... DIGITAL COUPONS For users of Mobile Handheld Devices

**CompUSA** has updated its marketing strategy by offering promotions via mobile digital coupons to tech savvy customers who see the ads flash on the screens of their handheld devices.

Customers bring their handhelds into the store and flash their 'digital coupons' in front of the cashier. This beats the old days, of cutting coupons out with scissors and then trying to remember you had them...

John Lostroschio, VP of merchandising for CompUSA is quoted as saying, "as we change out the products and stuff, those customers will always get that download."

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