



# The State of IT

Volume 1, Issue 2

June 2004

## E-Business: Fast Track, But to What?

E-Business is the main theme of this edition of The State of IT. We take a good look at a number of aspects of doing business online, and consider what it really takes to be successful.

Inside of this newsletter you will learn some of the tools you can use to successfully implement an e-business venture, or accentuate a traditional business with new extensions using the power of the Internet.

Most importantly though we highlight why such ventures often, even normally fail, and how these major pitfalls could have been easily avoided.

We also reveal from a never before heard insid-

ers perspective the reality about web hosting. As a provider of the service ourselves we are well placed to expose the myths, and the truth, about this cut throat industry. Find out what hosting really costs providers, and why this isn't exactly what you have to pay for it.

Have you ever considered investing in domain names? We have—and we have reported to you our findings. Lets just say, they might be interesting, but I wouldn't give up shares just yet.

Our goal in this edition was to provide a comprehensive look at E-Business strategy, and practical elements, web hosting, and an overall

guide to how to do business online and what it involved. We have looked at the uptake of the Internet as a purchase mechanism and it seems clear that by not getting involved you could well miss out.

From all the evidence it is abundantly clear that everything in the modern 'Internet' world moves fast—faster than standard IT and almost everything else. Once you climb on the superhighway you are definitely on the 'fast track' - but then it might just lead straight down the toilet, so watch out.

This issue also features some great technical info, reviews, and our usual features, plus a new lifestyle section.

## Customer Interaction

Special deals, promos, inclusions, multiple buy discounts—all of these tactics are regularly used by IT firms to entice customers to part with their hard earned money.

Our topic for this months customer interaction is simple: what would you, the customer prefer out of the following:

Low regular prices for items; or

A massive range of 'special buys' on a limited range of specific items, coupled with 'freebies' a confusing array of inclusions, exclusions, limitations, and offers.

Which do you think really gives the end user more value, and do you think IT vendors are currently getting their mixture of offers correct, or are they slanted to one type of value of the other?

Last weeks customer interaction provided an interesting insight into the minds of our customers—mainly that most of them were not terribly interested in writing in to us.

So to get a better response to this months section we are offering the grand prize of a bottle of 1998 Penfolds Bin 128 Shiraz to the best comment! Write in, and then drink away.



This month we highlight a range of angles about e-commerce—doing business online. Starts page 4.

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- Looking forward: what are the next big things in IT?
- Total Cost of Ownership—what does it really mean, and how can you benefit
- DIY networking, what you need to know to make it go
- Spotlight on accounting software for SMEs, a buyers guide

It was interesting to note the news this week that the ATO was facing an operating loss of over \$35 million due to spending on a project largely linked to improving their IT systems. It is amusing when the tax collectors can't get enough money. You have to wonder where it's all going.

The answer, apparently, is not on improving the IT industry with the Federal Government announcing the discontinuation of the Building on IT Strengths incubator program to encourage industry development.

Of course this scheme was only meant to be temporary, so we shouldn't complain too much. And it isn't surprising the government wants to conserve funds—it has to pay for the losses of the ATO.

Moving on to the world of business and Google made headlines this week for releasing a new product. A search engine in a box for intranets. And it wasn't all that new—being simply an update on the preceding version. But somehow news sources decided to classify this as "Top News". All I can say is that either some peo-

ple have an unfortunate case of Google on the brain, or it was a very, very slow news day.

In Sydney just a few days ago a man was charged with inciting terrorism over the net. This follows a British case recently where a young boy was charged with inciting someone he met on the net to murder him. It seems the Internet can't be used for *everything*.

Finally in the spam wrap for the month a new theme emerged in some in-boxes: kitchen makeovers. Sure makes a change from Viagra.

## A Pentium by any other name...

Intel has announced three new Pentium M (Centrino) processors as well as a new naming system to be used on all of its processors. The new naming system is meant to highlight the different capabilities of the different processors rather than just the raw CPU speed in GHz.

Intel has now announced the 2GHz Centrino 755, a 1.8GHz Centrino 745, and a 1.7GHz 735, all of these processors scale down to 600MHz when the system is

running on battery power, like the previous Centrino processors these feature a 400MHz front side bus, the Level 2 cache has been increased to 2MB from 1MB, and consume 21W of power.

These are Intel's first mobile processors that are based on the new 90 nanometer architecture. The previous versions were made on the 130 nanometer architecture.

Due to the smaller archi-

ture size the 1.7GHz 735 is about 10% faster than the larger architecture 1.7GHz Centrino processor, and this only results in about a four minute loss in battery life, and the 755 2GHz Centrino is about a third higher than the previous 2.6GHz mobile processor.

These chips can be expected to emerge onto the market in the next month or so, and the naming should create confusion for a while after that.

**"It seems the Internet can't be used for everything."**

## News Bytes

### Sony Leaves PDA Markets

Sony has announced it will pull out of all PDA markets except Japan to focus exclusively on other types of portable devices, such as wireless music players.

### Tasmanian E-Commerce Market Failure

It has been revealed that a Tasmanian e-commerce market for government

buying hailed as a success closed down last year and ceased operations.

### Optus Makes Acquisition

In the big end of town Optus made a deal to acquire the corporate data and fibre optic company Uecom for \$227 million. It is the first major purchase by Optus since it was itself acquired by Singapore

Telecommunications three years ago.

### Porn Ruins Bank Chief

Group CEO of the Bank of Ireland resigned after viewing illicit material on his office PC. Michael Soden, formerly of the NAB, described the event as 'silly' and resigned immediately the allegations were raised.

Recently AMD released a statement saying that they would not be building DDR2-compatible components for at least another year. This was in response to Intel saying that they would be releasing its first DDR2-compatible components 'soon'. Nobody is denying that this bold move will cost Intel a lot of money, but it is typical of most new technologies; someone has to be first, otherwise the technology will never be widely accepted (if at all). However, there has been a lot of discussion on whether or not DDR2 is a worthwhile improvement to technology.

The improvements made with DDR2 are wide and varied, and this article will try to summarize these. For example, one big improvement made is the reduction in power consumption when compared to DDR. While DDR runs at 2.5 volts, DDR2 runs at only 1.8 volts. This doesn't sound like much, but for small handheld devices (such as PDA's) this can help extend the battery life.

Another improved feature is the efficiency. DDR2 uses a Ball Grid Array (BGA), which has improved electrical efficiency allowing the module to operate at a lower temperature and with lower power consumptions. It also means that the physical size of the chip is kept small and low profile. It also allows the on-die termination to be performed on the motherboard instead of on the chip. This also helps to improve efficiency of total system resources.

However, the big selling point of DDR2 is its in-

creased bandwidth and density size. The DDR2 chips can come in sizes of up to 4GB and the bandwidth has increased to 4.3GB per second. This is a result of more efficient design architecture and increased speed. DDR2 runs at speeds of 400, 533, and 667 MHz (667 MHz will not be available for about 12 months). This is in comparison to DDR which has speeds of 200 - 400 MHz.

With the arguments presented it is hard to see why there is some skepticism about DDR2. You can purchase one stick of 256MB DDR2 533 for around about \$175. However, you will also need to purchase a DDR2 compatible motherboard. DDR2 does not look like a cheap exercise, but we need to acknowledge that these prices have come down by about 50% in the last month. Just don't expect prices to do so every month.

But the big issue is not the price, but the performance. Tests have shown that by using DDR2 400 your total performance will be decreased by about 4%. The figures look a little better if you are installing DDR2 533; this results in a 1% increase in performance. These results would indicate that the 667 MHz chips would produce even better results, but this is not necessarily true. Because of the FSB interface, the memory can run out of sync with the processor, just like the early Opterons did.

The other reason for the lack of performance is the increased latencies. DDR has CAS latencies starting at around 2.5 (although

there is now a plentiful supply of RAM with only a CAS latency of 2). DDR2 has an increased latency of about 2.5 plus. This seriously reduces performance.

This means that there are a great deal of people left in a quandary; do you fork out the extra money of the slight increase in performance and install DDR2, or do you simply upgrade other components of your system (such as the processor and the video card). Both of these upgrades will increase your total system performance (depending on what you are using it for), and are both cheaper than DDR2.

In conclusion, DDR2 is just like most new innovations, expensive upon release. Yet the thing that sets DDR2 apart from all the other successful innovations in the world (sliced bread, the micro chip, the polio vaccine) is that there is no immediate need or use of DDR2.

One must question the commercial feasibility of Intel's decision to push DDR2 technology. One very probable possibility is that Intel invested too much money into DDR2 and now want to see some sort of return. AMD, I think, have made the right decision by waiting 12 months before they invest hard earned cash into a venture that may or may not pay off. Russian Roulette is a dangerous game and its looks as if AMD is wise to let Intel have the first shot.

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If you were evaluating a major business decision it would be obvious that you needed to plan. You wouldn't open a new branch, expand into another state, or acquire a competitor without a thorough, and written, concept and strategy for undertaking the activity.

Yet how many firms have a website that isn't integrated into their business, let alone related to any clear and pertinent strategic objective or action of the business. Websites are being treated a bit like glossy corporate brochures, or business cards. You have to have them, but they don't really do much more than sit there looking pretty.

Ultimately this is just a complete waste of time and money and you would be better off throwing your money down the toilet than using the web as a 'nothing' tool to achieve the requisite level of involvement so that you can pat yourself on the back

at your astute response to your competitors doing the same.

This is the losers approach to the Internet. Even if their sites actually sell products (as against offering them for sale but never actually making any sales) they don't *achieve* anything—they don't significantly expand their business, they don't grow revenue or profits, and they don't create a winning online business model.

The winners can use the Internet to create value, grow revenue, construct efficiencies in supply and in relationships, streamline core business processes. All the things the 'gurus' of the net have been promising for the last decade.

Yet firms haven't realized these benefits as widely or as substantially as predicted. Many IT managers are scratching their heads unable to comprehend why their pre-built off the

shelf site marketed briefly on some search engine, and then vaguely mentioned in the firms letterhead in 12 point font hasn't been a roaring success.

To me there is simply no confusion here: they failed to plan, they failed to think, and they treated e-commerce like a magical pixie elf that was going to somehow just make things happen. E-commerce, the Internet, is a tool and like any tool its only as useful as the talent of the wielder allows it to be.

The practical elements of e-commerce are often the easy part of succeeding. What matters is knowing what you want to achieve, and why, and then using this knowledge as the backdrop for preparing your new online venture.

Treat your website like a new store. Let it operate as an independent division, and force it to survive.



**“[Managers] treated e-commerce like a magical pixie elf that was going to somehow just make things happen”**

## Domain Names, Horse Racing, and Fine Wine

What do these three different things have in common? They are all part of a diversified, perhaps very diversified, investment portfolio.

Sure, they aren't your classical investment choices—nothing like Shares, Bonds, Property, and Cash. Nonetheless, Horses and Wine have been the chosen money making vehicles of true devotees for decades.

Isn't it time the world of IT got its own personalized unique class of investment option? Indeed it is, and that investment choice is classy domain

names.

Think there is no way in the world buying a domain name for \$15 could make you money? Think again. Just this week it was revealed that Graeme Haycraft was paid \$201,000 by the Australian Government for the domain name [Tourismaustralia.com](http://Tourismaustralia.com).

Not a bad return really, roughly 6699% or the equivalent of the simple sum of the yearly returns of the ASX for over 447 years.

Of course many might also remember the sale of

[business.com](http://business.com) which fetched millions when it was sold some years back. In fact, these success stories are almost better than winning the lottery—and you only have to pick one winner not all six.

So there you have it—quit your day job, pool a couple of bucks, and start assembling your path to easy street with a grand portfolio of domain names.

Well perhaps not quite—most domain names aren't worth the \$15 they cost. But a man can dream, if nothing else.



Most readers of this newsletter probably either work for a firm that has a web site or even have their own web site. If your company does not have a presence on the Internet then it must be in the very small minority 20% or so that still resists the general trend.

But for the rest of us who have embraced the unavoidable modern technological advancements I wonder if you have ever asked yourself a simple question: how difficult is it to actually 'host' a web site, to make a collection of files written in a language to make them display in a browser, accessible to thousands of people all over the world.

What does it involve and why does it often cost businesses an arm and a leg, when all their site does is sit there, badly in need of being updated only visited by a couple of people who mistake it for the latest drug selling, credit card peddling illicit destination.

Why are firms paying \$20, \$50, \$100 or more a month for this dubious privilege? And what does it really cost the hosting firm. The answer, in general, is bugged all. Except for very big sites visited thousands of times a day (think Google, Microsoft, Ebay, Amazon...) it is almost too easy to host a web site. You don't even have to own hardware—

you can rent virtual server space and on-sell it!

Web hosters can quickly evaluate the likely usage and visitation of a site and if it looks negligible can cram it onto a single server that might have over 1000 web sites sitting on it. Now a thousands sites even at \$20 a month is \$240,000 a year sitting on a box that might have cost \$10,000 but is good for 3-5 years. Not bad business really.

Of course, web hosting firms will say they 'add-value' by being secure, or having back up power, and so forth—and sometimes it matters. But for the average firm the conclusion is clear: chase the best price.



## Web Hosting FAQ

### What is web hosting?

Just as you can rent a car park for a fixed period of time, you can rent web-hosting space for your web site. Cars and web sites just happen to be the perfect analogies. You cannot simply leave your car in the middle of the road outside of your office, and neither can your web site just sit down for a while in the middle of the Internet. By paying for web hosting you are renting a place for your web site to stay.

### What is domain name?

A domain name is like an address so for your web site. Just as your business can be found at a certain address, so your website can be found at its: via the domain name.

### What is bandwidth?

Most hosting accounts have a bandwidth limit, also known as monthly

data transfer. Every time someone views a page on your website, they use some of your bandwidth. If you have a 1MB file which people can download, and 100 people download it, you would have used at least 100MB of bandwidth.

### How much bandwidth do I need?

That depends on two things, how big your web site is, and how many people are visiting it. If you have a small web site with very few graphics then you will not need that much bandwidth. The easy way to calculate the amount of bandwidth you need is by multiplying the size of your site by the number of visits you get. This means that a 5MB site getting 100 hits a month will probably need about 500MB of bandwidth.

### What is web space?

Web space is the size of your car park. A semi-trailer needs a larger parking size than a Morris Minor. Likewise, a large web site needs more web space than a small web site. Web space is measured in megabytes.

### How much web space do I need?

This depends on two things, the size of your web site and you email usage. If you are using several email accounts it is probably advisable to 10 – 20MB of space allocated for emails. Add this to the size of your web site and you have the minimum amount of web space you require. It is advisable to have some 'overhead', or space that isn't being used, as this helps to improve the server performance and gives you some extra space for unforeseen situations.

**“But for the average firm the conclusion is clear: chase the best price.”**



“E-commerce is the way of the future” is perhaps the most frequent quote you hear on the Internet (apart from “free XXX” and the like). This has over recent years lead to many businesses introducing an e-commerce component to their business. The names include both big and small companies, ranging from a fleet of ColesMyer companies, air travel companies, and a great deal of smaller specialized stores, for example Indulge Lingerie, Melbourne Florists, and EzyDVD.

Unfortunately, the large amount of companies still operating e-commerce web sites does not give credit to the large amount of web sites that have failed to operate profitably, or at all. There are a large number of tricks and techniques that can be used to increase the likelihood of a successful web site.

For example, the first thing you should look at if you are thinking of starting an e-commerce web site is the market. There is no point in trying to sell widgets on the Internet if nobody wants to buy widgets. You should be able to gauge how much of a demand there is for your product by looking at your customer base. If you are struggling to make ends meet and so is your competition, then there is probably not too great a market for your product on the Internet. However, if you have customers driving across town to make a purchase then there is quite possibly a market for an e-commerce extension of your business.

What we need to recognize is that e-commerce is not selling your product, but the convenience of purchasing your product. So if a customer has to spend an hour driving to your store just to

make a purchase, then it is quite likely that a web site should be successful.

The next issue is your product or service. Services can be sold over the Internet; all you have to do is try (so long as there is a market). Hotels, air travel, and courier services are great examples of services that are sold over the Internet. Restaurants are the current ‘boom’. It is now almost commonplace for a restaurant to display menus and wine lists on their web site. The obvious transition is to turn that into a booking system and possibly even the option to pay for your meal; all online. This allows restaurants to manage casual staff levels and potentially waste with much greater ease.

Just because you offer a better service through your web site, it doesn’t mean people will visit it. If your store never advertised its address, people would not drive for an hour to come and make a purchase. Likewise, you need to promote your website. There are a few easy ways to do this. One really easy method is to display your web address and a ‘quote’ saying something along the lines of “Buy on the Internet for more efficient service” on the bottom of all your invoices.

Other ways of promoting your web site are including your web address on all of your business cards, signs and uniforms. Using sales staff to promote your web site to existing customers also works well. Please note that all of the techniques mentioned so far involve off-line marketing. The success of your website is determined by the resources you are prepared to invest. This includes money spent on off-line marketing. Offline marketing is vital for the

success of your web site.

However, online marketing can also be helpful. Pay Per Click (PPC) can be very helpful when trying to attract new customers. When people want to find an online flower store (for example) they will type into a search engine “online flower store”. You can pay to have an add for your web site to be placed at the top (products vary from company to company).

But if you do manage to attract people to your web site, then you still have the problem with dealing with them. Shipping can be very expensive, especially if you are shipping very expensive and fragile items (or big and heavy ones for that matter) so be sure to negotiate contracts with courier companies and Australia Post and/or any other company depending on where you need to ship things before problems arise.

Likewise, you need to have a good, secure payment gateway that is working on your web site before you tell people they can purchase your products on the Internet. This means you will need a merchant account and the payment system. Any good e-commerce web developer can supply the payment system, along with a good secure web site.

Most importantly, if you do not know much about e-commerce, you should consult a professional. This article is only a guide and I do not recommend you base an entire e-commerce campaign on this article as it does not cover everything. It is important to remember that the secret to an e-commerce success is to support your web site off-line. This is how you will attract new customers and keep existing ones.

**“Failing to plan is planning to fail”**

## 10 Things Not to Do in Online Business

- For the budding e-entrepreneur and corporate manager alike here is a list of out top ten things not to do in online business:
10. Having a site that looks like a million dollars, but is harder to navigate than London in rush hour
  9. Incomplete product information, or misleading information that confuses customers
  8. Broken pictures and links—nothing is more irritating
  7. Domain names that are too long, or have nothing to do with the site
  6. Sites that don't ‘look’ secure—remember seeing is believing
  5. Poor customization, and use of technology
  4. Out of date information—old news being featured
  3. Failing to ship products as quickly as the marketing hype says
  2. Not creating your own unique presence on the net
  1. Failing to plan is planning to fail

It seems we live in a generation of acronyms, conglomerations, and radical synergy's. And our digital entertainment is no difference. Yesterday we had a TV, Radio, Stereo, PC, games console, DVD player, VCR, and who knows what else.

Today there is just one thing: the TVPCDVDHES. The home entertainment system computer: able to play digital TV and record it, able to play and burn DVD disks, able to play FM and internet radio, and we can all just forget about VHS.

If you didn't realize PCs could now play TV you probably haven't being pay-

ing attention: all you need is a PC TV card. One like the VisionPlus High Definition Digital TV PCI Card.

The price of this TV Tuner card is not very high considering it can do both standard and high definition digital TV, it can also capture these programs, the picture quality of this card is quite high in both standard and high modes, this is quite a good card, however the overall rating of it drops a few points because of the poor quality software package, the errors and bugs that have been encountered are numerous, also for high definition TV you need a

system with at least a 1.6GHz processor to be able to play the video stream smoothly, also it has been reported that in situations where there has been high network activity while watching HDTV the playback has become stutter to the point where it becomes unstable. Other than these small niggling issues the card is quite good value.

Mind you an alternative, the Leadtek WinFast TV2000 XP Expert. This model can receive TV and FM radio signals, has an in-built recorder function, and has an AV in capability. The price? At roughly \$105 it's a steal!

## Mitsubishi XL 8 Reviewed

This projector offering from Mitsubishi is a very attractive one. It offers a ultra-portable projector that is perfect for business presentations, classroom presentations and even a small home theatre setup in homes.

With 2000 ANSI lumens it will be able to project over most distances with relative ease, the unit only weighs 2.7Kg which makes it very easy to move from one location to another.

It also comes with a soft carry case, AC power cable, RCA video cable, RCA audio cable, RGB cable for PC, RS232 cable, remote control, lens cap, and even batteries for the remote control. In other words: without wanting to belabor it- everything is included (for once).

It features true XGA resolution, 0.7" Polysilicon TFT panel x 3, sRGB, Natural Colour Matrix which reproduces skin colours and pastels much more accu-

rately, 3D gamma correction, line doubler, digital expanded zoom, versatile input terminals, 3000 hour lamp life, anti-theft password, and a user logo display.

With the price tag for this package you can't really go past it for such a good projector that is so easily portable and suited for the small home user, business meetings, or classroom presentations, in two words: perfect package.

**"[The Mitsubishi XL 8 is] two words: perfect package."**

## Canon i560 Photo Printer Reviewed

This stylish printer combines efficient ink use and the ability to directly print from Canon digital cameras with out a PC. This printer features individual ink tanks for each colour, this makes it very affordable to replace when it starts to run low, rather than having to replace either three colours or perhaps even all four, you can just replace the colour that has run out, this

saves the user a lot of money in the long run. The ability to use the direct printing feature will be loved by people who take many photos, either for business or just personal use, this eliminates the need to use a computer to print your photos, just connect your digital camera to the port on the front of the printer and use the camera's menu to print your selected photos. Ca-

pable of 18ppm in black and white, this printer will no longer keep you waiting for your document to be printed, also with the recent price drop on this unit of over \$200 it makes this printer an excellent buy at the moment with the current price tag it is perfectly suited to people who are on a budget or want excellent quality without having to spend a fortune.



## Classics of Walkerville

Situated on Walkerville Terrace, just a few minutes from the CBD, Classics is an unimposing building crouched almost too close to the road and a rather busy round about.

Nonetheless, it is a pleasant area of Adelaide—plenty of green, and slow cars thanks to the tax dollars of the very wealthy nearby residents.

The interior of the restau-

rant is cozy, not overbearing, the décor easy going, quite casual. One feels equally comfortable in a jacket as in a jumper.

The service is good, but variable. The food is however superb. The chef is formerly of La Tombola and several other eateries, and he crafts magnificent Italian themed creations using fresh ingredients with rich,

satisfying flavor combinations.

Dishes such as pasta, chicken, veal, are supremely prepared to present decadent and luxurious eating. Flavors are masterfully combined to accentuate each other and tantalize the palette.

The food is accompanied by a fine wine list, or cheap BYO. The prices are more than reasonable. Eat there today.

## Gadgets for After Hours

The new Netgear MP101 wireless digital music transmitter is an absolute marvel for those of us who have 'paid' (ahem) to download thousands of Mp3 files. This little silver box which admittedly looks just a tad unattractive somehow, allows you to stream and play Mp3 and WMA files from all your networked PCs and Internet Radio directly to your home stereo.

The system includes a

remote control, and has an LCD interface so you can the songs in your collection. It is fully compatible with 802.11b and 802.11g and it also has a wired connection should you so desire it.

Connection to your stereo or speakers is a snap with a couple of options offered and then you can hear your entire music collection across the much better audio of your home sound system.

The point to note about this

model is it doesn't store any of the music itself it simply streams it from your PC. That means your PC has to be on and sitting there available to stream. So using this little box will also make use of your computers system resources. We aren't sure how much yet, but with some machines you wouldn't want to running too much else at the same time. At \$349RRP its not a bad toy but you'd better really like your Mp3s.



## Let the Rich have their Grange!

The 2004 vintage is shaping up to be another winner in most places. There are more vines in the ground, and grapes being picked, than ever before and the oversupply is only leading to one thing—much lower prices for consumers.

You don't even need to follow the wine market too closely to pick up on the changes. Wines that were being sold for \$20 are now on 'special' for \$13.95 or less. Penfolds St Henri which has been pushing

the \$60 is suddenly available for less than \$50, the Bin range has broken below \$20 and might yet go lower still.

Every week there is another release of cleanskin and minor label wine for sub \$10 from major regions, like Coonawarra cabernet for \$7.95, or Peter Lehman Shiraz Grenache for \$7. Many of these wines represent brilliant everyday drinking—quaffing prospects as some like to put it.

And the buck, so to speak, doesn't stop there. With so many major names (Brands, Peter Lehman, Penfolds, Rymill, Brown Brothers and many more) jumping on the discounting wagon there are a multitude of extraordinarily good wines being made and sold very cheaply. And things are only getting better.

My advice to wine lovers everywhere—keep watching the ads, keep hunting the bargains—and let the rich have their Grange.

**“...there are a multitude of extraordinarily good wines being made and sold very cheaply”**

In each issue of this magazine we will include a range of our own specials and promotions exclusively for our readers.

This month prices are plunging, and our accountants not far behind! Check out our end of financial year bargains, and take a look at ezytc.net/end for more!

## Deals to Make you Smile :)

### Acer Aspire 1355LC



AMD Athlon XP-M 2600+  
256MB RAM, 40GB HDD < 15" XGA TFT display, CD-RW/DVD-ROM, XP Home

**\$1,499** or \$19.85/week

VERY LIMITED OFFER

SAVE \$300

∞ Add Works Suite 2004 (including Word) for \$99!

∞ PCMCIA Wi-fi for \$40

### Mobiq VLU 8000



2.6Ghz Celeron Processor, 256MB of RAM, 80GB Hard Drive, CD-ROM, XP Pro, 17" CRT Monitor, and more!

**\$999** or \$13.61/week!

### Acer F1 Desktop PC

2.4Ghz Celeron, 256MB, 40GB, CD-ROM, XP Home, and more...

**\$649** or \$8.80/week!

### Samsung ML-1710 Laser Printer



16ppm (Black), 8MB, 15000 page monthly duty cycle, 250 sheet feeder, 3000 page consumable life (<4c a print)

**Exceptional Price: \$249! 45% Off RRP of \$449!**

Toner Kits available for just \$119 (Normal Price!) save 14%

### The 2004 Mobiq Pty Ltd Great Printer Challenge

Our Aim: To be the cheapest supplier in Adelaide for brand name printers and consumables, provided with top quality service

Our Challenge: Pick what you want, or ask our advice, get our price and then compare it. We will beat any valid advertised price for a major brand printer or consumable!

Our Range: HP, Epson, Kyocera, Fuji Xerox, Lexmark, Canon, Samsung, and more

Toner, Inkjet Cartridges, Drum Kits and more at Adelaide's Best Prices—prompt delivery, good services:

### Vodafone Deals for the End of Financial Year!



Red Sim Prepaid Mobile Starter Kits with \$30 worth of credit available for just \$25!

LG 5300i with 65,000 color display, poly ring tones, and many other features + Red Sim with \$30 credit for just \$140!

Many other Vodafone deals available. We also stock a full range of Motorola, Sony Ericsson, and Siemens handsets for outright purchase, free from cumbersome plans or obligations.

Have you heard of 3 Mobile? They offer tremendous value for business usage—ask us how they can help you!

### Canon IXUSi

Guaranteed Best Price: Call for the most current price! Over \$200 below retail pricing for this model!



### BenQ 17" LCD

Superb LCD from BenQ who make the panels for many of the worlds biggest names.

**\$625** (RRP: \$750)



### Canon I560 Photo Printer

See the review on page X. Great value photo printer.

**\$220** (RRP: \$249)



### Lite-on 4x DVD-RW

Burns CDs, DVDs, DVD-+, DVD-RAM at 4x, and greater speeds for CDs

Ground breaking pricing:

**\$140** (RRP: \$273)



### End of Financial Year Sale

Acer F1 Desktop PC with Monitor from \$799!

Laptops from \$1,485!

15" BenQ LCD Monitor for \$499, or 17" for an amazing \$625!

Canon S200SPx Color Inkjet Printer with Ink, and Cable: \$69! Unrepeatable price!

Full office IT set ups available—upgrade all your equipment now and save! 5 person office, including everything from \$5999!

**Want to pay more for less? Talk to [NAME REMOVED]. Try something better, try Mobiq.**



### Toshiba A10 Satellite

Intel Celeron 2.5Ghz, 256MB of RAM, 14.1" Display, 30GB HDD, DVD-ROM, 56K Modem, 2.8KG, including Windows XP Professional. 12 Month Warranty.

An incredibly: **\$1,485** for a limited time only!

All rentals subject to approval criteria. Rates subject to change.



## Acer Aspire 1355LC with 3 NetConnect Card

The Acer Aspire:  
 AMD XP-M 2600+  
 256MB RAM  
 40GB Hard Drive  
 DVD/CDRW  
 Fast Infra-red  
 FireWire  
 S-Video  
 Modem  
 XP Home  
 15" Colour screen



### The PCMCIA NetConnect Card:

Connect to the internet at speeds of up to 384Kbps  
 Send SMS from your laptop  
 Simple setup  
 Discreet high-performance internal antenna  
 Surf the net at the lowest cost on the market! Rates start at 0.4 cents per kilobyte!

**Only \$2100 including GST**

**Add a Toshiba e400 PDA for only \$550**



## Canon PowerShot A75 with Canon CP-220 Photo Printer Bundle

3x Optical Zoom  
 3.2 Mega Pixel

Prints straight from the PowerShot A75  
 High quality 24-bit colour printing  
 Utilises Dye Sublimation for high quality printing



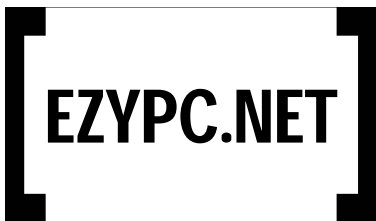
**All for \$649 including GST**

**Plus get \$100 cash back from Canon!**

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**Quality, Service, Value**  
**- Try Something Better, Try Mobiq**



Mobiq Pty Ltd is a South Australian IT company that offers a full technology service aimed at business customers. Our core focus is on several areas of the market including small business, professionals, corporate clients, and retail businesses.

Our range of products includes our own brand of PCs, Laptops, and Servers, as well as many of the major brand products. We also stock and supply a fantastic range of parts and peripherals. In addition, we offer computer cleaning and auditing services.

Our Web Division offers a wide range of Internet services including Web Hosting, Web Design, and E-Commerce strategy and implementation.

Our customers gain from dealing with us because of our emphasis on providing small business with the same benefits usually reserved for only large corporations. This means a personal point of contact, corporate pricing, customer loyalty rewards, included services like installation and on-site support, and advice on IT matters such as standard operating environments, and uniform system builds.

If you want to try something better, try Mobiq for your IT needs.

## The World of the Disclaimer



**Warning: Reading this Article may be Hazardous to your Health**

You know them, you see them everywhere. Little lines of text shrunken down to the smallest vaguely legible font size. We have one right on this page (down the bottom—squint and you might see it). What does ours say? Well it says we write this newsletter but we can't be held accountable for what's in it.

Sounds a bit weird, but it is apparently totally necessary in our 'blame society', as some pundits call it. In other words, if we don't say that little line one of our less brilliant readers might, for example, interpret this article as an incitement to do, or not do, something which upon subsequent doing or not doing causes them harm,

injury, loss, or possible incapacitation and future inability to work.

Now that all makes it sound somewhat justified—like we and everybody else are just protecting ourselves from over litigious and loud mouthed buffoons who probably wouldn't be able to understand it anyway but who do a fine impression of the US government.

But then again: does the buck stop there? Or are these little disclaimers, lauded as necessary purely as righteous self protection, a far greater catch all than it first seems? Consider them in their most ubiquitous forms, from the investment gurus, you know the ones,

that go something like this:

"This advice is purely for information purposes and should not be relied on for investment. You should always seek independent advice relevant to you" - Sincerely ABC Investment Advisors Pty Ltd.

What is wrong with that sentence? If an investment advisor can loudly and bindingly proclaim their advice shouldn't be trusted or used what exactly are they charging people money for? So too the couriers who exempt their liability, the IT makers who don't want to deal with faulty products and so on. So the real problem is not blame but escapism.