

# Today's Tabbloid

Personalized for you

01 November 2008  
Tabbloid.com

## AT&T Hotspots Now Free for iPhone Owners

2008-11-01 21:53

"faves" via Steve Rubel in Google Reader

That's right folks! After months of speculation and rumors, iPhone owners can now use the Wi-Fi available at their local AT&T Hotspot at no additional charge. We thought it was ridiculous that this didn't come pre-packaged with the iPhone considering that most iPhone owners are using the web more than their minutes. If you haven't received this golden text message on your iPhone yet, we've got the scoop on how you can get access to free AT&T Wi-Fi on your iPhone.

*Sponsor*

### Accessing AT&T Wi-Fi From Your iPhone

On Wednesday I received a text message from AT&T. This isn't unusual if you're an iPhone owner and still on the AT&T network. However the following text message probably made just about every iPhone owner run to the nearest coffee shop with an AT&T hotspot:

"AT&T Free Msg: Your Apple iPhone now has free AT&T Wi-Fi access at thousands of hotspots nationwide, including Starbucks\*."

AT&T hotspots can be found at thousands of locations. A huge emphasis is being placed on hotspots at Starbucks due to their new partnership that converted thousands of T-Mobile hotspots into AT&T hotspots. We all know that a Starbucks can be found on just about every corner and if not, there's always Barnes and Nobles.

### Can I Use it on my Laptop Too?

In my personal tests at my local Barnes and Nobles I was able to connect my iPhone without a hitch. All it took was selecting the correct Wi-Fi network and my phone

number to get things going. From there, a text message was sent to my iPhone with a secure link to access the hotspot. According to AT&T the link is only valid for 24 hours. Also, if you relocate to another hotspot you'll have to request a new link. Unfortunately, copying the link into the address bar of my laptop did not allow me to access the Wi-Fi from my laptop instead of my iPhone. Will we see a work around for this in the future?

### Discuss

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## 10+ Ways to Track Your Marathon Run

2008-11-01 21:32

"faves" via Steve Rubel in Google Reader

Some people make goals for themselves to reach every day. Like an hour-long bike ride, or a walk or jog around the neighborhood each morning, noon, or night. Others like to work themselves up toward bigger things. Like climbing Everest. Or rowing across an ocean. Or running a marathon.

Now seems a fitting time to spotlight that last endurance sport, given that this is the eve of the annual NYC Marathon, set to begin in less than 24 hours. Whether you're in the main pack, watching from the sidelines, or simply feel inspired to boost your own level of performance, these are some networks, applications, and services that will help move you forward faster and longer yet.

If it's the NYC Marathon that you've got your eyes set on, the main **NYC Marathon** page will give you much of the information that you need to know about the race happening tomorrow, November 2, 2008, and anything else happening around the big event. Will, or anyone you know, be taking part the marathon? Tell us in the comments!

The **Universal Sports** website will feature live coverage of the NYC Marathon from 9AM ET until the finish, and

will offer streams from three live views. **(Remember to account for Daylight Savings Time.)**

There is also the storied **Boston Marathon** to consider, of course. The 113th edition of what is called the world's oldest marathon is set to hit the city's streets on April 20, 2009. Better get prepared!

Want to start pushing yourself toward a particular goal, be it as a runner or otherwise? **Mecanbe** is a great place to network with people and manage a kind of collaborative success. When you've got someone to nudge you on when you're feeling ready to retire from your efforts, that's when a place like Mecanbe can make quite a difference.

There are a number of other services that can network you to other runners, if only just to socialize and brag about how easy (or excruciating) it was to get past that 20 mile marker and continue moving them limbs.

**Favorite Run** is one such environment, which claims to maintain a membership of nearly 70,000.

**LogYourRun** is another. It is a Web application that charts routes, sports GPS tools, as well as a forum, Facebook application, mobile-friendly and iPhone-compatible features, blogs, a calendar, and more.

**MapMyRun** functions much the same way, thought some users may find it to be a more easily navigable environment.

**RunningNetwork** delivers any news having to do with the sport. National news, photos galleries, videos, training tips, and resources aplenty.

You might like to listen only to your surroundings as you maintain a pace to the finish line, but if you prefer to get through mile after mile with some beats, an interactive and slightly social service championed by the most ubiquitous name in sporting goods the world has ever seen, a trip down **Nike+** lane and all it entails might prove handy to experience your training any eventual "big day" in an interesting way. You can trace your speed and share songs for playlists with other users. An iPod is a must, and, depending on your personal setup, you might need a special pair of shoes to make the system complete, but if you're up for it, you might get that extra *umph* from your earbuds that songbirds and the sound of thousands of rubber soles hitting tarmac couldn't quite match. There are also several Facebook apps which connect with the Nike+, all of which you can find **here**.

Speaking of gadgets, if you've got an Android-equipped

T-Mobile G1 on hand, perhaps **Breadcrumbz** may do the trick for logging your route. Concentration might be hard to keep as you travel further along your journey, but hey, it's all fun, right?

Meanwhile, in iPhone world there exist several downloads, some free, some paid. **Pacemaker** [iTunes URL], for example, is free and simply calculates time for a set pace and distance. This can be useful if you want to see when you can expect to "make it there" - wherever "there" might be. Alternatively, the App Store showcases a duo of applications named **iRun** [iTunes] and **iRunPro** [iTunes]. They are \$0.99 and \$1.99, respectively, and essentially provide a user with a pace meter. The pricing option gives you a pace graph and audible alarms.

*Imagery provided by iStockPhoto/nico\_blue*

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## Kill Winter Colds with "Grandma's Penicillin" [Ungeek To Live]

2008-11-01 21:00

"faves" via Steve Rubel in Google Reader

Every year, without fail, I get sick for the holidays. It used to be a joke. Then as I got older, the joke just wasn't funny anymore. So I took matters into my own hands. I started eating Grandma's Penicillin. It's a staple in any Jewish deli, where I first learned about it, but every culture has their own version. I remember the first time I had matzoh ball soup when I was a kid. It was Corky & Lenny's at Cedar Center. And I swear it worked

on contact. Before I sat down I was a sniffing, coughing, winter wreck. After a single bowl I was as good as new. As an adult I learned that the chicken broth is where the good stuff is. When I was living in Sweden, and far from Corky & Lenny's, I learned how to make my own chicken soup, and thus began the homebrew experiments for my own Grandma's Penicillin. Here's my recipe. *Photo by brandi666.*

Take a rotisserie chicken from the grocery store. Use your bare hands and peel all of the meat of the bones. Separate the skins from the breasts and thighs as much as you can. Put the skins and the carcass in a pot of simmering water. Maybe 6 cups. Maybe 4. The water should just barely cover the whole chicken carcass. Use a pot small enough that the chicken fits snugly all sides.

Since it's a rotisserie chicken, you're also going to get the herbs and spices that came with it in the broth. Go with a garlic and herb chicken for maximum cold-killing power. Add more garlic for more power.

Simmer for an hour. That's going to boil out all of the chickeny goodness from the bone marrow and fat in the skin and all that good stuff that makes up the broth. Yum.

After 60 minutes your house will smell strongly of both. This is good. Stand for a minute over the steaming pot and take it all in. See how whatever bits of meat that were attached are now circling in the bubbling broth. See the layer of fat floating to the top. Stir the pot to see how loose the bones have become.

Use a siv to strain the broth. You're going to throw away the carcass now. Keep the broth in the pot. Continue to simmer. Add a bunch of chopped vegetables. I like to think of my chicken soup as one part pot roast, so I put carrots, potatoes, celery, and onion. You'll also need more seasoning. Salt and pepper to taste. From there, you need to create your own spicy signature. I use Tabasco. Something extra hot will help clear the sinuses. Any good Italian will tell you keeps the evil spirits away with garlic. Don't be shy. Garlic is your friend.

Simmer until the veggies are soft enough to chew but not too soft they turn to mush. When you can stab your potatoes with a fork and they are just flaky enough to crack apart, you're done. Turn off the stove. Set the table. And eat directly from the pot with a big, big spoon. Don't stop until you finish the entire pot. Colds hate a full belly.

Though you may be tempted to crack open a beer or a

glass of wine, resist. You must not — not least while you are ill — partake in any pleasures but the pleasures of eating. Ginger ale, if you must. Seven-up is always a welcome addition to infirm dining. And water. Never forget your hourly doses of water.

What's your favorite homemade chicken soup recipe? Got any other healing homemade concoctions that fight off winter colds? Share 'em in the comments.

*Guest contributor **Kelly Abbott's** weekly post, *Ungeek to Live*, highlights all the ways you get can stuff done without (gasp!) a computer.*

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## Glassbooth: it's not too late to choose a candidate

2008-11-01 21:00

"faves" via Steve Rubel in Google Reader

Filed under: Fun, Utilities

Back in January I wrote about Glassbooth, the web service that helps you choose a Presidential candidate by answering questions about your views on common issues. Any voters who are still undecided may want to use the site as an aid in their decision-making process, especially because there have been some significant updates to Glassbooth since my last post:

- Additional issue categories (like Science and Internet)
- "Pulse" section serves as a mini-blog full of updates on the candidates' positions
- Glassbooth Portable serves as a widgetized version of the quiz that you can put on your blog
- New Zealand election quiz
- Some Wisconsin state representative election quizzes

Glassbooth is a novel concept that I wish I could apply to all of my local elections. I find it extremely difficult (if not impossible) to research state representatives, school board members, judges, etc. It would be nice if all voters made their election decisions based on the candidates' views instead of how many signs they have posted or how many promises they may make.

Remember to vote on Tuesday!

Glassbooth: it's not too late to choose a candidate originally appeared on Download Squad on Sat, 01 Nov

2008 15:00:00 EST. Please see our terms for use of feeds.

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## Regarding Opera Mini and the App Store

2008-11-01 20:55

"faves" via Steve Rubel in Google Reader

I've done some digging on this "Opera Mini was rejected from the App Store" story, and the truth appears to be very different than what has been reported and assumed.

It all started with this paragraph from Saul Hansell on the NY Times Bits weblog, regarding Opera CEO Jon Stephenson von Tetzchner:

Mr. von Tetzchner said that Opera's engineers have developed a version of Opera Mini that can run on an Apple iPhone, but Apple won't let the company release it because it competes with Apple's own Safari browser.

Note, though, that this is not a quote from von Tetzchner — he's being paraphrased by Hansell.

My understanding, based on information from informed sources who do not wish to be identified because they were not authorized by their employers, is that Opera has developed an iPhone version of Opera Mini — but they *haven't even submitted* it to Apple, let alone had it be rejected.

One thing I hadn't realized before is that Opera has two different mobile browsers: Opera Mini and Opera Mobile. Opera Mobile is pretty much a traditional, regular web browser. It's Opera, but stripped down and optimized for mobile platforms. Opera Mini, though, is something else. Rather than a web browser that interacts with web sites directly, Opera Mini goes through proxy servers run by Opera.

In a nut, it works like this: You request a URL in Opera Mini. Opera Mini makes the request to a proxy server run by Opera. Opera's proxy server connects to the web server hosting the requested URL, and renders the page into an image. This image is then transmitted (in a proprietary format called OBML — Opera Binary Markup Language) to the Opera Mini client. Opera Mini displays the rendered image on screen. This may sound convoluted, but apparently the result is very effective — it's faster to transmit, because only OBML (a compressed binary format) is transmitted to the mobile device over the phone network, and far faster to render on slow

mobile processors.

It is Opera Mini, not Opera Mobile, that Hansell indicated that Apple rejected. So, my speculation that it was rejected from the App Store for running its own JavaScript interpreter was wrong — Opera Mini is really only a thin client that knows how to display OBML. It doesn't even render HTML, let alone contain a full JavaScript interpreter. (Chris Mills wrote a piece on the Opera developer weblog last year regarding Opera Mini and JavaScript.) OBML is more like PDF than HTML. So in theory, I think a version of Opera Mini that complies with the iPhone SDK Agreement could be developed.

However, the version that Opera *has* developed for the iPhone is problematic in other ways. The cross-platform code base for the Opera Mini client software is written in Java. The assumption being that it should run on any mobile phone with a Java ME virtual machine. The iPhone, of course, doesn't support Java in any form.

On the Opera Labs web site in April, Chris Mills described how they ported Opera Mini to Android. Android uses the Java programming language for development, but doesn't use a standard Java virtual machine; instead, for Android, Google has developed their own virtual machine called Dalvik. Here's Mills's description of how Opera ported it for Android:

We decided to use the existing Opera Mini code base (even the binary package) instead of creating a separate port, to save on resources. We created a special wrapper that translates Java ME (mostly MIDP) API calls into Android API calls. The tool used was MicroEmulator — this is an open source (LGPL) implementation of Java ME that runs on top of Java SE. The lead Opera Mini Android developer is also the lead developer of MicroEmulator, so it was an inspired choice! The Android platform is similar to Java SE, with the exception of several libraries normally included in Java SE (like AWT/Swing — these are excluded because they would likely be too heavy to fit into the embedded environment.) It is therefore fairly simple to port MicroEmulator to run inside Android environment. The only major task was to replace the AWT/Swing graphics backend of MicroEmulator with Android specific APIs.

So in short, they've written their own bridge to run Java ME bytecode on Android.

If what they've done for the iPhone is along the same lines — that they've gotten a Java ME runtime running on the iPhone — it's clearly outside the bounds of the iPhone SDK Agreement. The guideline in question is rule 3.3.2,

which reads:

3.3.2 — An Application may not itself install or launch other executable code by any means, including without limitation through the use of a plug-in architecture, calling other frameworks, other APIs or otherwise. No interpreted code may be downloaded and used in an Application except for code that is interpreted and run by Apple's Published APIs and built-in interpreter(s).

My somewhat informed hunch is that the iPhone version of Opera Mini that von Tetzchner alluded to in his interview with Hansell is running only on jailbroken iPhones. If it's using APIs only available on jailbroken iPhones, it might not even *run* as it stands today on a standard iPhone using only the official APIs.

What Opera would need to do to have a version of Opera Mini they could submit to the App Store would be to port the entire client software to the C and Objective-C APIs officially supported on the iPhone. It could well be that even then, Apple would reject it from the App Store on anti-competitive grounds — but contrary to this week's speculation, that has not happened.

And I hope it wouldn't, because Opera Mini sounds like a very cool app.

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## Sign of the times: political TechMeme headline

2008-11-01 20:48

"faves" via Steve Rubel in Google Reader

The headline screams "no one in tech can defend McCain." So, who wants to take up the other side? Anyone?

I found two. John Dvorak bet me \$100 that McCain would win. My producer, Rocky Barbanica, who was a software engineer for decades before switching careers, bet me another \$100 that McCain would win.

Over on Twitter and FriendFeed most of the participants there, including me, are for Obama, but there are a few who are staunchly for McCain.

This is your last chance to talk politics for a while! Whew, glad to hit Wednesday and be done with all of this.

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## Need A Distraction From the Election? Help Is At NTV Station!

2008-11-01 20:38

"faves" via Steve Rubel in Google Reader

Are you experiencing some pre-election terror? No worries, you're not alone. Today over on NewTeeVee Station, Jill Weinberger and I share some of our favorite non-political distractions as part of our weekly Station Conversation series. Below is one of our picks — an Eddie Izzard comedy routine about *Star Wars*, reenacted in Legos. Check out some other recommendations, and read our analysis of what works best when even the WORD "election" makes you shiver.

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## ToneThis Makes Ringtones, Wallpaper Dead Simple [Featured Windows Download]

2008-11-01 20:30

"faves" via Steve Rubel in Google Reader

Windows only: Free application ToneThis makes it simple to create MP3 ringtones, wallpaper, and videos for your cellphone. Apart from its simple MP3 ringtone creator, ToneThis sports a lot of great features—like simple tools for sending media to supported phones in a few clicks. Unfortunately those features don't always work perfectly—as CNET can attest to—but as a simple ringtone and wallpaper creator, it does the job admirably. If you decide to give it a try, be sure to read the installer carefully—this thing tries its best to install all kinds of toolbars and other crap that you probably don't want. ToneThis is a free download, Windows only.

ToneThis [via CNET]

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## Getting started in the right direction...Focus on the MITs

2008-11-01 20:27

"faves" via Steve Rubel in Google Reader

Ever wonder how some people seem to get the most important things done by the end of the day?

Have you ever had a day where you were "on?" You know, the kind of day where everything just flowed?

Well, over the next few posts, I will share some of the things I have seen work for people as they continue focusing on their "most important things."

The first step is to create a picture of how things could be, since real change always comes from the inside.

As Gandhi said, "You must be the change you wish to see in the world." What changes do you want to see in your life? What is your vision of your life as an effective, efficient, and balanced administrator? Does your vision include time to exercise? An empty inbox? A clean desk?

You did not become a leader to handle the small, unimportant but urgent crises that eat up your time and focus during the day. You probably want to make your best better (the focus of this blog!) to make a significant difference in people's lives.

Begin by imagining a relaxed and productive day. In your mind's eye, see yourself making progress on initiatives that are important to you. Then in a free form writing exercise, capture phrases that symbolize positive momentum. Create a complete picture of the situation as you wish to experience it. Craft this ideal scene into a statement you can write on a 3x5 note card and copy several times. Post and carry these cards in places you will be sure to review each day. Every time you read the card, remember the scene you created in your mind.

Thanks for the picture:

niznoz

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## HTTP File Server

2008-11-01 20:09

"faves" via Steve Rubel in Google Reader

Making files accessible online can be done in several ways. One possibility that is quick and easy to achieve is with the help of HTTP File Server. The free portable software can be used to pick folders or files on the computer's hard drive and make them available online. If it is only about the files then that's all there is to do: Pick the files, open a web browser and load the IP. That is it.

That's not all however but it should give an example how easy it is to make files available online with HTTP File Server which was already reviewed about two years ago for the first time here at Ghacks. A lot has changed in the last two years.

The folders and files that get picked by the user are available immediately online. It's probably a good idea to test the server locally and remotely before giving the remote IP to someone else. It might on the other hand not be necessary to hand out the remote IP if files should only be accessible by yourself.

The file server comes with a basic music player that can stream and play music directly without downloading the

music first. Everything else is downloaded before it can be accessed.

Many possibilities to secure and restrict access can be configured in HTTP File Server. The system administrator can create user accounts and define files or folders that are restricted to those users. Additional possibilities include speed limits or restrictions by IP.

The file server supports real and virtual folders and can be configured to allow file uploads as well.

The main advantage of HTTP File Server is the ease of use and the portability of the application. The main site contains the latest release version of the server software, the forums provide access to the latest beta releases which provide additional functionality and bugfixes.

HTTP File Server

Tags: file-server, file-sharing, hfs, http-file-server, server, share-files, web server

### Related posts

- Windows 2003 Software (4)
- FTP Server Setup (2)
- How To Deal With Huge Apache Web Server Log Files (3)
- Sockso Music Server (1)
- A New Vulnerability Discovered in µTorrent (10)

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## 12seconds.tv Partners with Qik and Flixwagon

2008-11-01 20:04

"faves" via Steve Rubel in Google Reader

We introduced you to 12seconds.tv in late July. 12seconds.tv provides a quick and fun way to send out a video message that's 12 seconds long. It's a great service for hosting mini video contests and we suggested our own tongue-twisting contest. Since then, 12seconds.tv has incorporated 12 second video challenges to further engage their users. They've also been integrated into other services. Today, you can add Qik and Flixwagon to their list of service integrations.

*Sponsor*

**12seconds.tv, Qik, and Flixwagon**

12seconds.tv is branching out of the little leagues and partnering with mobile livestreaming heavy hitters Qik and Flixwagon. The videos on Qik and Flixwagon can be pretty long, which means longer loading times for viewers. Now users won't have to worry about wasting time loading videos that they could've skipped. If you're a user of either service, the first 12 seconds of any video you record will be posted to your 12seconds.tv account. This move makes 12seconds.tv somewhat of a video aggregator. The service would be a great way to provide your network of friends with previews of your latest interview or wacky stunts that you record via Qik and Flixwagon.

### More Mobile Options

The new partnerships also pushes 12seconds.tv into a wider mobile arena and expands the services current recording options, which was previously limited to a user's webcam or emailing a video to the service from your mobile phone if your device supported video messaging. Now you can do it all with a push of a button from the Qik and Flixwagon mobile apps.

12seconds company profile provided by TradeVibes

### Discuss

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## Pimping your Twitter feed

2008-11-01 20:02

"faves" via Steve Rubel in Google Reader

Ah Twitter how we love you.

We use you to spread the wisdom of the crowd, to share our growing wealth of information and to fill the cyber biways with our mindless meanderings. Twitter has spawned a whole ecosphere of services that are tootly reliant on the whether the blue bird of Twitter happiness is up to flying on any particular day. Through this all Twitter has existed and survived because of the tin cup held out to rich sugar daddies who let it willing share its services with the common folks for free.

Sure these sugar daddies are going to want to see the day when Twitter finally starts returning the favours and make them even richer but no-one seems to know how that is going to happen; even all these years later. That hasn't stopped the common folk though from trying to take Twitter further down the alley and make a few bucks for themselvr's off of our favourite bird.

As Mark 'Rizzn' Hopkins over at Mashable wrote yesterday there appears to be another bird who wants to

join this communication love fest by letting us pimp out our Twitter feed. Apparently this service; going under the cutesy name of Magpie, will suck up your Twitter feed and spit back to you how much spare change your ego stroking is worth per month. You can tell Magpie how many times they can insert advertised based tweets into your Twitter stream; which of course will affect the amount of pocket change you make, but at least they will be kind enough to let us know it's an ad by putting **#magpie** at the beginning of the tweet.

In all seriousness though I personally think this idea stinks for a couple of reasons. The first is that while we might try to monetize things like blogs and RSS feed I don't necessarily agree that things like Twitter streams; or any microblogging nonsense, needs to be monetized. Hell IRC has been running since we could let two computers communicate and no-one ever thought to try and make money from it. Newsgroups have been around since before the Internet and no-one thought that they need to monetize their daily converstaions. That is because Twitter is even much more of a partyline type of communication than things like blogs. Twitter isn't a matter of producing content - it is talking with friends.

Monetizing your Twitter stream for self gain is - to me - akin to trying to sell off your sister on the street corner for a few bucks to stuff in your back pocket. On the other side of the coin though I could see where this could be a good relationship between Twitter and its users if the in stream advertising was a co-operative deal between the user and Twitter. It would have to have very strong limits in place but I could see a shared ad revenue model for Twitter for in-stream ads where they get to pay back the sugar daddies and we get a few bucks to pay Starbucks with (or to donate to a worthy cause) - but only if we agree to it individually.

At this point though if I see Magpie tweets coming through on your stream - well - yer done - toast - unsubscribed from.

### Related Posts

- Can I shove this fire hose down your throat?
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- Twitter Charts graphs your tweets
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- Could This Economic Downturn Be The Best Thing To Happen To Web 2.0?
- Artwitter.com offers an Arabic interface for Twitter
- Bloombia: sort of Twitter meets what you've done

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## How do You "Future Proof" Your Data? [Ask The Readers]

2008-11-01 20:00

"faves" via Steve Rubel in Google Reader

Jerome P. McDonough, assistant professor in the Graduate School of Library and Information Science at the University of Illinois, is concerned about data. Your data, the government's data, the world's data: he is so concerned about it that he and other information specialists can see a potential digital dark age where data from the present isn't being transferred to new media as quickly as it is being lost.

Magnetic tape, which stores most of the world's computer backups, can degrade within a decade. According to the National Archives Web site by the mid-1970s, only two machines could read the data from the 1960 U.S. Census: One was in Japan, the other in the Smithsonian Institution. Some of the data collected from NASA's 1976 Viking landing on Mars is unreadable and lost forever.

While not many of you are using magnetic tape as part of your daily data manipulation routines, the point is well taken. Media is not immortal and methods change. While helping clear out my technophile grandfather's estate I found numerous examples of extremely outdated media tucked away here and there. It was difficult to procure the proper devices let alone modern drivers and software to peek into his old media. What strategies do you have to address future proofing your data? It's certainly a more in depth topic than simply backing data up, but worthy of consideration given how much of our lives have been digitized. *Photo by wonderferret.*

'Digital dark age' may doom some data [PhysOrg]

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## Never underestimate Microsoft's ability to turn a corner

2008-11-01 19:56

"faves" via Steve Rubel in Google Reader

This week Microsoft didn't get much hype for its three major announcements. Certainly it didn't stay on top of TechMeme as long as, say, if Steve Jobs gets a sniffle. But don't miss what they did.

1. On day 1 of the PDC they announced Azure, which is a set of cloud services that competes with Amazon's S3 and Rackspace's Mosso and will radically change enterprises' acceptance of cloud services for a whole lot of reasons.
2. On day 2 of the PDC they showed off Windows 7 which is getting high praise from my blogging friends who were lent laptops with it on there (I didn't get Windows 7 yet).
3. On day 3 of the PDC they showed off new Web-based versions of Microsoft Office that were really nice. Will the new PowerPoint have the collaborative features, of, say, SlideRocket? Will Zoho go out of business? No, and no, but this is a significant move into the Web for a group that's tried to pretend that the Web didn't matter that much.
4. They also released new Mac and Mobile versions of Mesh and further explained how that'll enable new kinds of Internet-connected apps to be built.

Some really great resources on all this:

Microsoft put up videos of every session at the PDC.

Ars Technica covered it well.

Microsoft's own Channel 9 has a ton of videos.

I have a database of all blogs and good items on FriendFeed for these searches:

- PDC
- Azure
- Windows 7
- Microsoft
- (These all are hand picked items from the live web and have good conversations around tons of items. I watch 3,600 incoming accounts and hand select the most interesting items by clicking like or commenting

on them).

So, lets talk about whether Microsoft will be successful in changing the marketplace again. First some things you should remember:

1. Microsoft has an extraordinarily strong sales force.
2. Microsoft is a world-wide company with thousands of evangelists located in almost every local market. When I attended the Converge South conference in North Carolina, Microsoft had an evangelist there to make sure everyone got the latest software they were pitching. Same thing happens in Israel. In China. In Russia. In Dubai. In India. Does Rackspace have that kind of on-the-ground sales muscle? No.
3. Microsoft is one of the few companies with enough cash to ride out the recession in good shape and keep its data centers up-to-date with the latest machines.
4. Microsoft has a huge set of developers who know Visual Studio well and have been building apps with C# and Visual Basic for years now.
5. Microsoft has sales leverage due to its other products. Here's an imaginary Microsoft salesperson's pitch: "You want Exchange server? Your company will need to buy that unless you're a small startup and can consider going with a new approach like Gmail. Well, how about you get it a lot cheaper if you go with our cloud services?" Same for Sharepoint. Or SQL Server.

Translation: It doesn't matter that Microsoft didn't get all that much hype this year at the PDC or that it didn't sell out or that other companies like Amazon, Google, and Rackspace are ahead in the cloud game.

You just saw Ray Ozzie turn the creaky old cruiseliner hard to port and damn, it is impressive.

What do you think? Am I right? Did the old cruiseliner just make a major corner turn? Or is this all stuff that can be ignored?

## Macs to HDTV via HDMI?

2008-11-01 19:45

"faves" via Steve Rubel in Google Reader

Getting ready for election night when I'm going to have a few friends over to watch the returns, and either celebrate or...

I have two Macs hooked up to HDTVs, one a Samsung the other a Sony Bravia, and until recently they had been connected via VGA. I was barely aware you could do it any other way. I thought the picture was great until I hooked up a Toshiba HDTV to the second video display on my G5 tower and the picture so much better! Much more color. The Toshiba is a smaller, cheaper and older TV than the Sony that's connected into the other video output, but it looks much better. So, of course, I wanted to do the same with the Sony.

I tried connecting the HDMI output to the Sony, but the picture looked terrible. I don't know how to describe it, but the colors were all washed out, text was blurry. I might try to take a picture so y'all can see what the deal is.

I tried hooking up a Mac Mini in the living room to the Samsung TV via HDMI, and got the same lousy picture.

I unhooked the Mac Mini and connected my MacBook Pro to the Samsung, and got the same lousy picture.

I've fiddled with the Displays section of the Preferences in every way I could and it makes no difference. I've turned everything off and on, still no difference.

I can get more data. I might try to take a picture of the crummy image to post.

Any advice would be much appreciated.

PS: I'm using Belkin DVI to HDMI adapters.

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## Steven Frank Tries a T-Mobile G1

2008-11-01 19:34

"faves" via Steve Rubel in Google Reader

Steven Frank, testing out a T-Mobile G1, on the physical keyboard:

It's a blessing and a curse. The keyboard is very good quality, and reminds me fondly of the Sidekick. The problem is you have to use it for absolutely any input, because there is no on-screen keyboard. I can't help but think this might change in a future update.

I played with a G1 in a T-Mobile store for about 15 minutes, and this was my biggest irritation by far. You cannot input any text whatsoever in the vertical (hardware keyboard closed) orientation, but you *can* put input focus on text fields. It simply begs for an iPhone-style on-screen keyboard.

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## If Gaians can only vote

2008-11-01 19:31

"faves" via Steve Rubel in Google Reader

Gaia Online has launched its monthly According to Teens Report, a monthly survey of Gaia members that will provide a regular update on the Generation Y perspective and here's their take on the coming elections.

The virtual world's election poll, a survey of more than 37,000 respondents, revealed that 72 percent of teens and young adults would like to see Barack Obama as the next president of the United States.

This year's election was a natural fit for the launch of the According to Teens Report," said Scott Kinzie, VP of creative and user experience at Gaia Online. "At Gaia Online we have the unique ability to tap millions of Gen Yers and we believe it's imperative to understand what's guiding the youth vote. With this new survey program we're hoping to serve as a trusted source on all things teen, helping relevant parties better understand this often misunderstood generation."

If only these teens and young adults leave Gaia Online for a few precious minutes and help in educating the real world of the importance of this election...

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## Airlines Cutting Fares on Holiday Travel [Travel]

2008-11-01 19:30

"faves" via Steve Rubel in Google Reader

According to the AP, now might be the best time to buy tickets for your holiday travel; many major US airlines have slashed airfare prices for Thanksgiving and Christmas seasons in an attempt to keep ticket sales up in the face of an economy that's down. *Photo by Cubbie n Vegas.*

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## Paul Polak: 15 Rules for Business Success in Any Market

2008-11-01 17:00

"faves" via Steve Rubel in Google Reader

Paul Polak, a Pop!Tech 2008 featured speaker, has been starting businesses since he was 15. He's now 75, and says he has succeeded — and failed — with more ventures than he can count. Polak's first was a strawberry distribution operation in his hometown of Millgrove, Ontario. Later Polak prospected in real estate and oil and made millions. In 1981, he invested the proceeds into a nonprofit incubator of sorts called International Development Enterprises.

Most of the ventures Polak has debuted out of IDE have one thing in common: They specialize in delivering low-cost engineering solutions to "micro-businesses" in the developing world. The most famous is the \$25 treadle pump: a simple, foot-powered irrigation system that millions of farmers in India, Cambodia, Ethiopia, and Nepal have used to bring themselves out of poverty. Irrigation allows farmers to grow crops irrespective of season. When they can diversify, they are no longer subsistence farmers. They become businesspeople.

Since his customers are the poor, Polak is called a social entrepreneur. But he's hardly the sort to sacrifice profits for "do-gooder-ism." In fact, Polak won't invest in a venture that can't pay for itself in a year. One year! It's a high bar by venture capital standards, but Polak says a one-year break-even is one of his top three "don't bother" rules, along with a market opportunity of at least 1 million customers and having conversations with at least 25 of those prospective buyers.

Polak knows a lot about building successful businesses in dire economic circumstances. It's a skill set in high demand these days, and Polak often lectures at Harvard's

and Stanford's business schools. In addition to his three "don't bother" rules, Polak points the way to success using 12 Steps to Practical Problem Solving, "because business is problem-solving...no matter what market you're in."

This week Polak shared his ideas with hundreds of business elites at Pop!Tech. He also sat down with Found|READ to flesh-out his wisdom, tailored to startups. It's below.

### The 12 Steps to Practical Problem Solving:

**1. Go where the action is.** "Spend significant time with your customers. This is how you learn what they need," he says. Not hours, days. Polak lived with his farmers for 6 months.

**2. Interview at least 100 customers a year.** *You* do it. Not an employee. Listen to what they have to say. "Too many entrepreneurs build the product they want to build — not the one that's needed."

**3. Context matters.** If your solution isn't right for the context, for example, if it costs too much for the customers you're trying to serve, you won't succeed.

**4. Think big. Act big.**

**5. Think like a child.**

**6. See and do the obvious.** Others won't, which is opportunity for you.

**7. Leverage precedents.** If somebody has already invented it, don't do it again.

**8. Scale.** Your business must have potential to scale. Remember, your market must include at least 1 million customers.

**9. Design to specific cost and price targets.** Not the other way around. (Celeste: it means — Do not price to your design, design to the price you need to hit to make your product appropriate to your customer.)

**10. Follow practical three-year plans.** Two years is too short. Ten is too long.

**11. Visit your customers again.** And again. "Any successful business in this country is based on talking to your customers all the time. A good CEO spends half his time 'in the field.'"

**12. Stay positive.** Don't be distracted by what other people think.

You can read more about these rules in Polak's book, "Out of Poverty: What Works When Traditional Approaches Fail."

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### The 2008 moment

2008-11-01 01:57

"faves" via Steve Rubel in Google Reader

It would be the funniest moment of the 2008 campaign if it weren't the saddest.