

Internet is becoming a habit



PC
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The latest surveys now estimate that 56 million American adults use the Internet. That works out to almost 27 percent of the population 16 and older. The survey, from the Intellinet Information Group, says another 16 million are expected to be online by this time next year. I put a lot of stock in this survey. Intellinet has spent much of the past two years carefully measuring and tracking online user demographics, usage patterns and growth rates and their study has a sampling reliability of plus or minus 1.6 percent. What the company found is that the Internet has become a habit in many people's lives. Fully two thirds of those 56 million Net users now have access from home.

"The thousands of users we have interviewed over the course of this study are telling us that the medium is becoming more mainstream in their lives," says Tom Fornoff, Intellinet's managing director for Internet Services.

"They're getting online from more locations, spending more time online, performing a wider variety of activities and finding it to be a highly useful channel for shopping and buying."

The survey also shows that the amount of time spent online is also increasing, from just under seven hours a week last year to 9.8 hours today.

With so many now online, the number one need is speed. Speed of access. Modern speeds have indeed been increasing and with billions to be made in profits, the telecommunications giants are jumping all over themselves to repair and expand the Internet infrastructure. But there are some other exciting Internet access means available.

Satellite access

I just installed a new DirectPC satellite system from the Hughes Network Systems group. It consists of a 20-by-36-inch satellite receiving dish mounted on my roof and hooked directly into the back of my PC, using an adapter card that took all of about two minutes to install.

I have the DirectDuo system, that also provides over a hundred satellite-beamed movie and sports channels to my TV. But it's the Internet access that intrigues me the most. Using their software, I dial into my regular Internet provider, make connection and then get patched through the Net to the DirectPC operations center, which, in turn, links my computer to a satellite.

What does that do? It gives me blazingly fast Internet service, nearly 14 times faster than my normal 28.8 modem connection. In practical terms, 2 megabyte movie clip that would normally take me about 9 minutes to download with a 28.8 modem takes about 40 seconds with my DirectPC satellite connection. Besides the vast improvement in download speeds, what I notice

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PC Mike's Dynamic Page

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Computer/Net News you can use

Personal Investment Software keeps wall Street busy

Wall Street's wild ups and downs, interest in personal investing has never been so high. And one reason for these recent high and sudden drops, according to analysts, is the growing number of people who handle their own buying and selling with their personal computers. Read Mike's take on the popular "Window on Wall Street" software package in the High Tech Talk report as seen on CNBC and NBC-TV stations this week.

PCMike: You can check out Wendland's Web site at www.pcmike.com.

most about this is how fast web pages load, especially those with lots of graphics. The installation costs around \$200. Technicians come to your home, install the dish, tune it into the satellite (you need a good clear view of the southwestern sky) and run the cables to your TV and computer.

But if you want to watch your local TV stations, you're going to need to buy and install an outside TV antenna. Depending on where you live, that can add another \$200 to the bill.

And then there's the access fees. Because you'll need to have an account with an Internet Service Provider to make your dial-up connection, you'll be spending around \$20 a month for access. Add to that the \$50-a-month cost for the DirectDuo connection and you'll be spending around \$70 a month for everything.

That sounds steep. Hey... that is steep. But when you consider that \$50 a month is what it costs in most places for cable TV access, the Direct Duo fee is not that outrageous because you're getting the extra TV programming and the fast Internet access.

The only area where I haven't noticed an improvement in downloading time is with e-mail. The DirectPC connection is actually slower in downloading my e-mail than my 28.8 modem. The help desk at DirectPC says that shouldn't happen.

But, on my system, it does. And they haven't been able to help me fix it. Still, overall, I'm impressed. I use the Net a lot. I'm always downloading files. And the satellite link makes my net time a lot more effective.

You can see out your system and learn more from the Hughes website at www.directpc.com (ICQ!!!)

Cable TV access

This is increasingly becoming an attractive option in many parts of the nation and

the Metro Detroit area as cable television companies make very high speed internet access available over the same coaxial cable that brings television programs into your house. Cable television Internet access typically costs about \$49.95 a month. Right now, Cable TV speeds receive at very fast rates, even beyond that of a T1. But they send at slower speeds, about that of a 56 kbps modem. Check out www.comcast.com or www.mediaone.com for information on cable TV access.

Fast phone line access

There are two telephone services that provide fast Internet access.

The least costly is through a high-quality telephone line called an ISDN line, for Integrated Services Digital Network. An ISDN line is about four times as fast as a 28.8 modem. The phone company typically charges about \$50 a month for one of these lines.

Then there's another telephone line called ADSL, for Asymmetric Digital Subscriber Line. These will run around \$100 a month, on a pretty hefty \$500 installation fee. ADSL connections operate at speeds from 10 to 60 times faster than an ISDN, or 200 times as fast as a 28.8 modem.

There is so much on the Net about both ADSL and ISDN that any good search engine like Alta Vista (www.altavista.digital.com) or Yahoo (www.yahoo.com) will give you tons of detailed information.

Mike Wendland covers the Internet for NBC-TV NewsChannel stations across the country and can be seen locally on WDIV-TV, Detroit. His "PC Talk" radio show airs Saturday afternoons on WXYT-Radio AM1270 and he is the author of a series of Internet books (call 888-222-1866). You can reach him through his Website at <http://www.pcmike.com>

SPRING from page C1

includes community newspapers serving Livingston, Monroe and Washington counties.

The GREATER SPRING buy delivers a circulation of 673,000. "We recently conducted a group of studies through Pulse Research," said Jeff Demers, advertising director of C and G. "The research shows clearly that C and G publications are the best read community newspapers in Macomb County."

"We expect to continue unchanged our longstanding tradition of excellent one-representative, one-order, one-bill, cost-effective service to our accounts," according to Mike Wilcox, president of Michigan Community Newspapers.

There may be other markets just starting up that claim to serve the entire metropolitan Detroit suburban market," said Richard D. Aginian, president of HomeTown Communications Network, of Livonia, the corpo-

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Mike Wilcox
President, Michigan
Community Newspapers

rate owner of the Observer & Eccentric Newspapers, another original SPRING founder.

"But no other network can offer coverage of all Macomb County, the best portions of Oakland County and all of suburban Wayne County. SPRING covers the entire Detroit suburban marketplace."

For further information, call Fred Manuel, (313) 246-0887.

Milestones from page C1

ITT Automotive in Auburn Hills.

John Todd of Farmington Hills, was named noise vibration and harshness system development specialist at Rietter Automotive North America in Farmington Hills. He will serve as the primary NVH contact for Rietter at General Motors and Chrysler Corp. and will be directly responsible for applying Rietter products and technologies to meet performance objectives for these customers. Previously, he was manager of NVH manager at Collins and Aikman in Bloomfield Hills.

Jerry Toomey of Royal Oak has been named senior copy writer at the Detroit office of Bozell Worldwide in Southfield. He will help develop advertising and marketing tools for the agency's non-automotive accounts. He previously worked at W.B. Doner.

David Vagasky of Macomb Township has been named director of product engineering at Rietter Automotive North America in Farmington Hills. He will oversee the activities of

product engineers working on all Rietter Automotive products. He will monitor design progress, part and system design review and customer and manufacturing plant support. He previously worked at UT Automotive in Dearborn.

Lawrence Wert has been named senior vice president of regional operations for Chancellor Media's Detroit and Chicago stations. The company owns radio stations WKQJ, WMIC, WJLB, WXXD, WWWW, WDFN and WYUR in Detroit. He was previously general manager of WKQJ when he was with Evergreen Media.

Jan Leen Wenick of Bloomfield Hills has been appointed a managing partner in charge of strategic planning efforts at Bozell Worldwide in Southfield. He will be in charge of all planning efforts for the Chrysler/Plymouth/Eagle Division accounts. He directs planning and research efforts and provides strategic guidance and counsel.

INTERNET ADDRESS DIRECTORY

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ADVERTISING PROMOTIONAL PRODUCTS	Observer & Eccentric Newspapers — http://www.observer-eccentric.com	Headz You Win — http://www.headzyouwin.com	Hall & Hunter Realtors — http://www.hallandhunter.com
Monograms Plus — http://www.monogramsplus.com	CLUBS ORGANIZER/HOME STORAGE	HEALTH CARE	Langed Realtors — http://www.langed.com
ANNOUNCEMENTS	Organize It — http://www.organize-it.com	Family Health Care Center — http://www.familyhealthcare.com	Mary Fernandez — http://www.maryfernandez.com
Legal Notice — http://www.legalnotice.com	COMMERCIAL PRINTING	HERNIM PRODUCTS — http://www.hernim.com	Max Brook, Inc. — http://www.maxbrook.com
APPEARS	ColorTech Graphics — http://www.colortechgraphics.com	Nature's Better Way — http://www.naturesbetterway.com	Sellers First Choice — http://www.sellersfirstchoice.com
Hold Up Suspender Co. — http://www.holdupsuspender.com	COMMUNITIES	HOMES INSPECTIONS — http://www.homesinspections.com	Bob Taylor — http://www.bobtaylor.com
ART AND ANTIQUES	City of Livonia — http://www.cityoflivonia.com	HOSPITALS	Western Wayne County Association of REALTORS — http://www.michiganhome.com
Ruby Galleries — http://www.rubygalleries.com	COMMUNITY NEWS	Boston Health Care Continuum — http://www.bostonhealthcare.com	REAL ESTATE APPRAISAL
ART GALLERIES	Observer & Eccentric Newspapers — http://www.observer-eccentric.com	St. Mary's Hospital — http://www.stmaryshospital.com	BBRSOAR Appraisers Committee — http://www.bbbsoar.com
Elizabeth Stone Gallery — http://www.elizabethstone.com	Suburban Lifestyles — http://www.suburbanlifestyles.com	HYDRAULIC AND PNEUMATIC CYLINDERS	REAL ESTATE - COMMERCIAL INVESTMENT
The Print Gallery — http://www.theprintgallery.com	COMMUNITY SERVICE	HYPNOSIS — http://www.hypnosis.com	Property Services Group, Inc. — http://www.propertygroup.com
ART MUSEUMS	Sanctuary — http://www.sanctuary.com	Full Potential Hypnosis Center — http://www.fullpotentialhypnosis.com	REAL ESTATE EDUCATION
The Detroit Institute of Arts — http://www.dia.org	Wayne Community Living Services — http://www.wcls.org	INDUSTRIAL FILTERS	Real Estate Journal of Michigan — http://www.realmagazine.org
ASSOCIATIONS	Logix, Inc. — http://www.logix-usa.com	Elbaine Corporation — http://www.elbaine.com	REAL ESTATE HOME WARRANTY
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Suspender Waisters of America — http://www.suspenderwaist.com	HARDWARE/PROGRAMMING/SOFTWARE SUPPORT	J. O'Connell & Assoc., Inc. — http://www.oconnellinsurance.com	RELOCATION
AUDIO VISUAL SERVICES	Applied Automation Technologies — http://www.appliedautomation.com	WHMA Insurance — http://www.whma.com	Conquest Corporation — http://www.conquest-corp.com
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AUTOMOTIVE	COMPUTER PRODUCT REVIEWS	JEWELRY	RESTAURANTS
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Ranch/Villas Performance Centers — http://www.ranchvillas.com	CyberNews and Reviews — http://www.cybernews.com	MANUFACTURED HOUSING	Monterey Cantina — http://www.montereycantina.com
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Universal Bearing Co. — http://www.unibearing.com	Frank Rewold Construction — http://www.frankrewold.com	MORTGAGE COMPANIES	Sieve's Backroom — http://www.sievesbackroom.com
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Marka Mgmt. Services — http://www.markamgmt.com	Northwest Internet Marketing — http://www.nwimkt.com	NEWSPAPERS	American House — http://www.americanhouse.com
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KC Racing — http://www.kc-racing.com	Mechanical Energy Systems — http://www.mes1.com	NOTARY SERVICES	SHOPPING
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Julie M. - Creative Milling Company — http://www.juliem.com	Dorsey Business School — http://www.dorseybusiness.com	NURSING EDUCATION	SUPPLIES FOAM
BASEMENT WATERPROOFING	Fordson High School — http://www.fordsonhigh.com	Michigan League for Humming — http://www.michiganleagueforhumming.com	McCough Corporation — http://www.mccoughcorp.com
My Sponge — http://www.mysponge.com	Global Village Project — http://www.globalvillageproject.com	PAINTING	SURPLUS PRODUCTS
BIKES	Oakland Schools — http://www.oakland.k12.mi.us	PAINTING	McCough Corporation — http://www.mccoughcorp.com
Wahli Bicycle Company — http://www.wahlibicycle.com	Reuther Middle School — http://www.reuthermiddle.com	PAINTING	Toy Wonders of the World — http://www.toywonders.com
BOOKKEEPING PRODUCTS	Rochester Community Schools Foundation — http://www.rochester-hills.com/rscf	PAINTING	TRAINING
BIG E-Z Bookkeeping Co. — http://www.bigez.com	The Webmaster School — http://www.webmasterschool.com	PAINTING	High Performance Group — http://www.highperformance.com
BOOKS	Western Wayne County Internet User Group — http://www.westernwaynecounty.org	PAINTING	Virtual Reality Institute — http://www.vr-institute.com
Apostle Communications — http://www.apostle.com	Canit Electric Supply — http://www.canitelec.com	PAINTING	TRAVEL AGENCY
BUSINESS NEWS	Progress Electric — http://www.pe-co.com	PAINTING	Cruise Selections, Inc. — http://www.cruiseselections.com
Insider Business Journal — http://www.insiderbiz.com	ELECTRONIC SERVICE AND REPAIR	PAINTING	UTILITIES
BUSINESS STAFFING	ABL Electronic Service, Inc. — http://www.abl-service.com	PAINTING	Detroit Edison — http://www.detroitedison.com
Eco Staffing Strategies — http://www.ecostaffing.com	ABLE LEASING COMPANY — http://www.ableleasing.com	PAINTING	WELD GUN PRODUCTS
CERAMIC TILE	Genex Group — http://www.genexgroup.com	PAINTING	C.M. Smith Co. — http://www.csmith.com
Stewart Specialty Tiles — http://www.stewarttiles.com	EMPLOYMENT SERVICES	PAINTING	WHOLESTOCK WELLNESS
CHAMBERS OF COMMERCE	Employment Presentation Services — http://www.epsweb.com	PAINTING	Roots and Branches — http://www.rootsandbranches.com
Livonia Chamber — http://www.livonia.org	ENVIRONMENT	PAINTING	WOMEN'S HEALTH
Birmingham/Southfield Chamber of Commerce — http://www.birminghamchamber.com	Resource Recovery and Recycling — http://www.recycling.com	PAINTING	Agarwal, M.D. — http://www.agarwalmd.com
CHILDREN'S SERVICES	Authority of SW Oakland Co. — http://www.aoswoc.com	PAINTING	PMS Institute — http://www.pmsinstitute.com
St. Vincent & Sarah Fisher Center — http://www.stvincent.org	EXECUTIVE RECRUITERS	PAINTING	WORSHIP
	J. Emery & Associates — http://www.jemeryassoc.com	PAINTING	St. Michael Lutheran Church — http://www.stmichaelslutheran.org
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	Greenberg Laser Eye Center — http://www.greenberglaser.com	PAINTING	
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