# Porn sites often snare unwary visitors to the Internet

It happened to CNN. It happened to NASA. And last week, it happened to Chrysler. Internet pornography pirates hijacked unsuspecting Web surfers by diverting them to X-rated adult sites.

them to X-rated adult sites.

We exposed a similar problem in a column here last month. That involved some sophisticated Internet programming by some unscrupulous opportunists who were able to divert Web searchers to porn sites.

What they'd do is set up dunmy sites devoted to popular subjects, like the Spice Girls singing group. A net search engine would refer Spice Girls fans to the site. But once there, the program-Spice Girls singing group. A net search engine would refer Spice Girls fans to the site. But once there, the programming would take over and, behind the scenes, instead pass the surfer onto several different pernographic sites before eventually landing them on a very shallow and superficial site supposedly devoted to the Spice Girls, or whatever subject was used to lure the surfer.

Oftentimes, the surfers never even knew that they were logging into and

aut of the porn sites, that's how fast it went.

But, because the porn sites sell advertising based on how many 'hits," or times their pages are accessed, each of those 'visits' counted.

That's one way the porn pirates and

That's one way the porn pirates get

That's one way the porn pirates get visitors.

The other is by trickery.

And that's what the Chrysler Corp. is now fighting against. Porn pirates set up a Web site with a name very similar to the automaker's www.dadedge.com site that is aimed at showing off Dodge nutomobiles. Knowing that Chrysler would heavily promote its site, a New York-based Internet porn company celled 'The Net' used almost the same exact name ... almost, but not quite ... for its hard core offerings.

Thus, when would-be Chrysler shoppers did a search on the Internet for Dodge-related info, they were as often as not directed to the porn site.

"A customer scarching for information about a Dodge should not be faced with pornography." said Chrysler in a statement. "The Net' is clearly using one of the most identifiable brand names in the automotive industry to make money dispensing pornography to make money dispensing pornography." Chrysler did manage to reach someone at The Net. But, according to a Chrysler apokesman, they were told

unless Chrysler would pay them a lot of money, they were going to hold onto the name they registered that sounds so much like the Dodge site.

Instead of paying, Chrysler is suing The Net for trademark infringement and unfair competition.

This is not the first time the porn company has been accused of such piracy. They did the same with CNN last summer. And last year, The Net ripped off a Web site name almost identical to NASA's Web site so that thousands of people, including a lot of schoolkids innocently seeking information on space exploration, ended up at a site peddling porn.

That site was shut down and the CNN rip-off site had the porn efferings pulled.

Probably the same thing will happen with the site Chrysler is complaining about.

By that time, The Net will probably

with the site Chrysler is complaining about.

By that time, The Not will probably have set up several other knock off sites to hijack surfers.

All this is prompting calls for new Internet regulation, or at the very least rules that prohibit people from so blatantly trading on the good name of NATION

another.

Here are some other recent Internet happenings you need to know about:

Melscape loses in browser war – Microsoft's Internet Explorer Web browser is now the most used browser on the Internet, according to a new study by International Data Corp. The report says 4.9.8 percent of all those who surf the Net now use the Microsoft product, compared to 4.15, percent who use Netscape's Navigator Web browser.

25 Talk to your computer – By the millennium, iBM is predicting 50 million people will be using speech software to control their computers. You will be able to ask your browser to find you things on penguins in Antarctica or dictate your c-mails, which will be multimedia, so instead of dictating the text you could record your voice and it would automatically arrive at either the recipient's PC or telephone. People will realize that voice is more valuable than the same words recorded as text.

■ Security flaw in free e-mail program – If you use the free e-mail service Hotmail be advised, they're found not one but two security flaws in the program. Head to the Hotmail Web site for details but experts any the best way a void being at risk is to download end eend out your e-mail, and then log out ... instead of staying logged in and idle for prolonged periods of time. PC Mike seminar: Wil next PC Mike Computer/Internet seminar will be 10 .m. to noon Saturday, Oct. 31. It's called "Internet 101" and "How to Spruce Up Your System". Cost is \$5 a person and you must register in advance by calling (248) 423-2721.

Mike Wendland covers the Internet for NBC-TV Newschannel stations across the country. His "PC Talk" radio show airs Saturday and Sunday afternoons on Detroit's WXYT-Radio AM1270. He is the author of a series of Internet books. You can reach him through his Web site: http://www.pemike.com

### Engler to speak

Parents of Murdered Children Inc. will hold its Eighth Annual Lows for Life Benefit on Thurs-day, Oct. 15, at Adat Shalom Synagogue in Farmington Hills. Gov. John Engler will be the keynote speaker. Tickets are \$40 per person; \$50 Angel ticket pur-choser's names will be included in the Benefit Book.



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