

BUSINESS MILESTONES

**Michael Cahill** of Beverly Hills joined Troy-based Stone, August, Baker & Co. as traffic coordinator. He formerly worked for Video Max.

**Timothy Wessel** of South Lyon was promoted from staff accountant to senior staff accountant at Folmer, Rudzewicz & Co., P.C. in Southfield. Wessel joined the firm in 1994 after an internship.

**Bozell Worldwide, Inc.** in Southfield announced that **Katie Brown** of Beverly Hills was promoted from senior account executive to partner, account supervisor, Chrysler brand. Brown will supervise daily account activity for the Chrysler brand account. Jim Fisher of Farmington Hills was promoted from manager to partner, strategic planning. Fisher will supervise the planning and developing of strategic marketing programs for the Chrysler and Plymouth brands.

**Tina Sanders-Szerzen** of West Bloomfield joined the Michigan Humane Society as special events director. Sanders-Szerzen is responsible for many of the society's major events, and for the development of new and innovative fundraising programs.

**Chris Kuechenmeister** of Troy was promoted from assistant account executive to account executive at Troy-based Eisbrenner Public Relations. Kuechenmeister's duties include media relations, program implementation and research activities for Robert Bosch Corp., Morton International and the Pontine Silverdome.

**Bloomfield Hills resident Roger Winkelman** of Farmington Hills-based Couzens, Lanskoy, Fealk, Ellis Roeder & Lazar, P.C., was appointed by the Michigan Supreme Court to the Attorney Discipline Board. Winkelman was also elected to the State Bar Representative Assembly from the Sixth Judicial Circuit for a three-year term, which expires at the close of the annual meeting of the State Bar in 1999.

**Brian West** of Birmingham joined Detroit-based W.B. Doner & Co. as a copywriter to work on the agency's La-Z-Boy brand. Detroit Institute of Arts, Longs Drugs Stores, Venture Stores and ABC Warehouse accounts. West previously was a senior copywriter at Kirshenbaum, Bond & Partners in New York.

Internet phone use on the rise



O&E ONLINE  
EMORY DANIELS

I was among the unimpressed when all the fuss was being made about the introduction of the Internet phone. There have been a lot of gimmicks on the 'Net and this seemed like one more.

Even now, I remain unconvinced that the Internet Phone will have wide usage in the near future. But I no longer pass it off as just another gimmick.

Remember that one of the most popular features of the Internet is E-mail. And, besides being fun, a strong appeal of E-mail is that messages can be sent anywhere in the U.S. or in the world at no added cost to the sender.

The same capability exists for the Internet Phone.

A free long-distance call can be made anytime of the day at no added cost to the con-



Computer calls: iPhone and other software that allows people to use the Internet like a phone system has been growing in popularity.

sumers because of the way the Internet works.

Widespread acceptance may depend, in great part, upon convergence. In many of our communities, cable companies are installing fiber optic lines. Once a user connects to a fiber optic line, speed and quality of voice transmission over the Internet no longer will be a problem.

As cable companies get into the Internet and phone business, Internet telephony should become real popular. Right now, according to estimates from a consulting firm studying telephony, some 20,000 people a week used this technology in 1995.

My interest in this subject perked quite a bit when I picked up a book entitled "Internet Telephone Toolkit" by Jeff Pulver.

I had read an article a few months ago in the Internet World magazine about Internet Phones and a lot of ink was given to Pulver and his pioneering efforts in this area.

Pulver was one of the early users of Internet telephony software products and has personally tested every product that has become available since February 1995. He is a former columnist with Boardwatch Magazine.

Pulver set up a Listserv discussion group on Internet telephony and soon was networking worldwide with persons interested in this func-

tion.

Within a day of the list announcement, more than 125 persons signed up and by June 1996 some 4,000 people were subscribing to the list. He also established a Web site on this new technology, which you can visit at <http://www.pulver.com>.

Internet telephony has been popular since February 1995 when a small Israeli company, VocalTec Inc., introduced its Internet Phone (IPhone) software.

IPhone continues to be a popular product. Other software that followed include Cyberphone, DigiPhone and WebPhone in September 1995, PGPhone in January 1996, Free World Dial Up in February 1996, CoolTalk with Netscape in March 1996.

To use telephony software, a user needs a PC of at least a 486 with 25 or faster megahertz, at least 8 MB RAM, a sound card, a 28.8 modem, a high-quality microphone, and, of course, an Internet connection.

If you have an Internet connection through the office, however, and your workplace has a security firewall, some of the telephony software may not work.

Most of the software works best with Windows 3.1, 3.11, Win95 or Windows NT. A headset is a useful option, but not necessary.

There are various directories of persons with whom you can make connections that are associated with various telephone software.

Pulver maintains a directory for iPhone user at <http://www.pulver.com/iphone>. Netscape users can click on "people" next to the "net search" button and select an "Internet Phone" link to directories for Intel Internet Phone, Storm EasyPhoto Net, and Microsoft NetMeeting.

Some of the problems encountered by telephone users include:

- can't speak the language spoken by the other person;
- you called somebody who doesn't want to be disturbed;
- you receive an obscene call (hang up!);
- you keep getting disconnected;
- you can't speak with the person you want to because he/she has different software than you do.

One fascinating development is that it is possible for one person with a computer to talk with via the Internet to another person without a computer.

Pulver has been a leader in the Free World Dial-Up experiment which makes it possible for someone on a computer to talk to someone else on a telephone.

This requires a network of volunteers to make it work.

To learn more about this experiment point to <http://www.pulver.com/fwd>

Fulver's book explains how directories work, lists the major software and explains how each works, discusses commercial market uses, and takes a look at the future of telephony.

"The Internet Telephone Toolkit" is published by Wiley Computer Publishing, a division of John Wiley & Sons, Inc. Anyone interested in ordering the book can visit Wiley's Web site at <http://www.wiley.com/comphbooks/>.

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