

y Mudgeon

[Apple Has Done It Right](#)

As interest in the Internet continues to swell within the masses, and for those of us who cruise the Web for both work and pleasure, the number of “instant” Internet programs that are proliferating retail stores and mail order catalogs is astounding. I believe we’ve purchased nearly eight programs, each one proclaiming loudly that it offers the easiest, most instantaneous access to the Internet, via any number of third-party Internet service providers. We’ve been disappointed in most, to say the least. In some cases the programs refuse to recognize your modem, or they can’t logon to the service provider’s server, or your system configuration locks out a piece of important code. Horrible happenings, especially for folk who may be taking a look at the Internet for the first time using their first computer.

Although Quarterdeck seems to be leading the pack for PC users who are trying to access the WWW with their InternetSuite offering, little has been released for Macintosh users that provides such instant access. That now has changed. The Apple Internet Connection Kit from Apple is absolutely the most superb such program we’ve experienced. Not only are you empowered with instant Internet access through one of three providers, but simply through selection of a minimum of questions through pop-up dialog windows, you’re online before you know it using the Macintosh version of Netscape’s Navigator. Navigator, by the way, is a most impressive Web browser with tons of graphic and sound support for html pages built with such inclusions.

But wait--there’s more. The Apple Internet Connection Kit also includes Claris EMailer Lite (for automatic reception and transmission of e-mail from and through the net), Fetch (for downloading and decoding files from all those thousands of File Transfer Protocol (FTP) sites around the world), NewsWatcher (the beta version of a new newsgroup reader that simplifies USENET group discussion control), NCSA Telnet (for terminal emulation needs), Aladdin Stuffit Expander (decompression software for those stuffed Mac files you so desperately need), and PPP and SLIP programs that are required for the communication protocols that are required by the Internet for digital conversation.

The really outstanding aspect of this product is that, despite the complexities these programs require for implementation, this software handles most of this work for you, just through your reply to a few queries. Not to have to worry about various addresses or server

requirements, but just clicking with your mouse and having everything work correctly THE FIRST TIME is an absolute delight. If you are a Macintosh user who wishes to access the Internet easily, quickly, and at reasonable cost, you MUST obtain the Apple Internet Connection Kit. By the way, the package comes with both a CD-ROM disc and 3.5-inch floppy disks, revealing that even Apple understands not everyone runs a CD-ROM drive on their Macs-at least, not yet. The SRP is around \$49.00 and we've never spent \$50 on a better product.

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From praising Apple to despising the company, all in the space of one page. Wow, awesome! However, it's time to tackle the eWorld announcement that 25 layoffs have occurred in that department.

Despite the fact that many providers and analysts believe Apple's new Internet concentration for their Apple Online Services group is a necessary and positive move, 25 good folk have now lost their jobs with eWorld, Apple's feeble, half-hearted attempt at a commercial online service. Having worked closely with many of these men and women for over a year, this sense of loss is frustrating because many of these online advocates KNEW beforehand why eWorld would not succeed, but the know it-alls in charge had little time to listen to their underlings. We're talking about savvy folk that knew what it meant to be an online grunt, to do the dirty work to make things run correctly, what APIs were needed, and what tools were necessary to accomplish the tasks at hand. The pie-in-the-sky bull from the upper echelons wafted all over the Cupertino campus, falling in sticky globs upon those who knew better, yet continued their struggle to produce a better-than-others service.

Yes, it was only a matter of time before net access and WWW meanderings became the focus of consumers. And, yes, Apple has recognized the need to move over to this free environment, but only at the cost of good labors, good times, and good money. I personally hope those who DID the good deed will find opportunities elsewhere in the industry where their hand work and knowledge will be appreciated, not squandered and ignored. Good luck, eWorlders! And you know who you are!-Mudgeon