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Print Screen

Vol. XIII

April 1996

No. 03

Newsletter of Stanford Palo Alto Users Group for PC

A Non-Profit / Educational Organization

GENERAL MEETING

April 17th
@ 7:30PM

Jean Schroder,
owner of Future Fantasy Books in Palo Alto,
discusses
Marketing on the Internet

and

Sherry Alexander,
Sales Manager for MediaMagic Solutions in
Cupertino, discusses
*Marketing in a Young Software
Publishing Company*

Preesenting...



Planning Meeting Report

February 21, 1996 by Nancy Helmy

Here's a rundown on what actions were taken at last week's planning meeting.

Attendees: Nancy Helmy, VP; Mildred Kohn, Sec.; Bev Altman, Dir.; Kendric Smith, Webmaster; Clark Moore, Member.

1. Program Chair: No volunteer.
DOM: Mildred Kohn will ask Robert Mitchell if he will prepare DOMs.
Publicity: No volunteer.

2. Election of Officers: No nominations for President, VP, and Treasurer.
Mildred Kohn will run for Secretary, and Beverly Altman will run for Director.
Beverly will contact two members suggested as candidates for President.

3. Meeting Place: List of suggested possible meeting places and person to check out the site and update information and availability.
Jim Bailey, Fry's
Nancy Helmy, Elk's Lodge
Beverly Altman, Varian
No volunteer, SLAC
Kendric Smith, Stanford
Larry Weinberg(?), Cubberley
No volunteer, HP
Mildred Kohn, SRI
No volunteer, Wall St. Journal

4. Treasury: In January, inflows were \$40, outflows were \$270. Balance at the end of the month was \$4219. Report approved. An agenda item on a treasury reserve for SPAUG equipment was not addressed. (I forgot. The item can come up on next month's planning meeting agenda.)

5. Constitution: Clark Moore volunteered to draft a new set of bylaws. He collected comments and copies of the older, pertinent SPAUG documents. As Secretary, Mildred Kohn took possession of a set of documents consisting of the SPAUG Constitution from 1987, 1992 Articles of Incorporation, and 1992 Bylaws. ☺

Post Meeting Research

by Kendric Smith

Subject: Meeting Rooms at Stanford

It took 7 phone calls to different people to finally get to the "TOP".

The answer is NO. We cannot meet at Stanford under any circumstance, unless sponsored by a Department at Stanford. Then it is \$44/hour, billable to and payable by the Department.

So you can write off Stanford for ever more!

Membership Renewals

Thank you to:

Laddie & Donald Hughes

Stein Hoffmoen

Computer Cafe

"Supper with SPAUG" - April 17, Wednesday
Drop in about 6 PM and feed a computer user before the General Meeting. University Coffee Cafe, 271 University Ave., Palo Alto

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Mind Games

Connections

It's All a Mind Game in James Burke's *Connections*

A new CD-ROM adventure game from Discovery Channel Multimedia

"There is always a connection but, if the link has never been made before, nobody knows it's there" James Burke

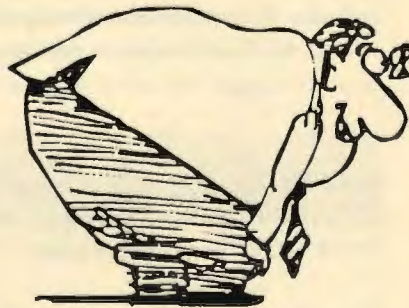
(Bethesda, MD, Feb 7, 1996) British science guru and academic superstar James Burke stars in *Connections*, a new puzzle/ adventure game that challenges the player to battle the forces of chaos and save the universe by discovering hidden links and connections in history. From a pencil to the Apollo moon landing, from a medieval castle to Galileo's study to a kitchen that's a cross between Donna Reed and an Egyptian temple, James Burke guides the action through a highly rendered surreal landscape and five levels of gameplay as the "ghost in the machine," ultimately leading the player to a climax where Burke comes fact to face--virtually--with the forces of chaos. *Connections* will be available at retail stores across North America in a two-CD-ROM set for Windows and Macintosh in March 1996 at the SRP \$49.95. Consumers can also call (800) 678-3343 for more information on *Connections* or other Discovery Channel Multimedia CD-ROMs.

"You can often tell a lot about societies from the games they play and how they play them," says James Burke. "As a former professor, I'm very aware of the value entertainment can have on learning, hence the TV series. Now with this new medium of interactive multimedia, I can expand the idea of

connections into the gaming experience and make it even more accessible, essentially making the gameplay exist on two levels at the same time, the level of playing and the level of ideas."

The action in *Connections* takes place in a virtual world Burke refers to as "the web," a term he coined in the late 70s as a metaphor for the interactive structure of knowledge and history. This concept has fueled Burke's longtime fascination with technology and its impact on society. It has also served as the source for his highly acclaimed 1979 TV series, *Connections*, and more recently its award-winning sequel on The Learning Channel, *Connections2*, clips of which have been ingeniously incorporated into the game.

TAKE A PEEK AT THIS..



Connections was produced by Discovery Channel Multimedia in conjunction with SOME Interactive of San Francisco, most recently known for its award-winning CD-ROM, *Wrath of the Gods*. Producing for discovery Channel Multimedia was Michael Heasley; for SOME interactive, Jeff Dewey and Joel Skidmore.

Discovery Channel Multimedia is a unit of Discovery Communications, Inc. (DCI). Headquartered in Bethesda, Maryland, DCI is a privately held, diversified media company anchored by

Discovery Channel, seen in more than 93 million homes in 97 countries around the globe, and The Learning channel, serving more than 49 million cable homes in North America and the UK. ☺

Future Vision

Martin Groz -Editor SVCS

There is a 32-bit operating system in the future of all Windows users. Microsoft is forcing the adoption of NT and Win 95 by not supporting DOS and Win 3.x in most of their new applications. ☺

Six Major Disasters to Avoid at YOUR Web Site Project

by Paul B. Bartlett
Executive Producer
Kitty Hawk Studios

Condensed for Print Screen

The World Wide Web is aptly named for two reasons: one, it is a randomly interconnected matrix of information, and two, it is also a sticky trap for those who do not step onto it with caution and preparedness.

1. Ignoring your customer's impact on your web site

If you set up an E-mail response system and your customers are kind enough to actually use it to respond to your Internet efforts, DON'T simply file that information away.

2. Trying to do it all yourself

We at Kitty Hawk Studios run into this sticky situation all the time, and must remind ourselves that there are many talented, hard-working people out there in the world who are worth every penny we pay them to take our problems and turn them into solutions.

3. Thinking that Interactive media is some cute "Add-On" to your present

advertising/marketing media purchases.

Or that the traditional mass media will produce exactly what you need in the Interactive areas. WRONG. It's time to realize something. Regardless of what businesses think of the usefulness of interactive media, there are some huge, powerful groups who are going to force you into it whether you want to or not.

4. Not presenting your site concept properly to your management, stockholders, partners, or whoever has to sign the checks.

Skip the technical mumbo-jumbo, get it down to dollars and cents or strong business reasons.

5. Waiting to build the World's Most Perfect Site

Not unlike other business opportunities that come and go, a world wide web site will be a different animal at different points in its life cycle. If you try to guess right now what the "perfect" site for you will be, and delay its creation until that goal of perfection is achieved, then you will watch your competitors function with much less perfect, but quite functional sites as they pass you by.

6. Lack of proper security knowledge

If you have a computer hooked to the internet, and that includes those you use for temporary "surfing", it is hooked to at least 4,000,000 other computers at that moment. That should be a sobering if not scary thought.

For a FREE report on SIX businesses that are slated to be IDEAL for InternetMarketing, send an E-Mail to 71414.1103@compuserve.com

If you have any additional questions regarding Internet Marketing, visit Kitty Hawk Studios on the World Wide Web at: <http://www.webcom.com/kittyhawk> or write us at the above E-mail address.

We have additional reports, samples, and other web-related information for you absolutely free, no obligation, just information.

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Review:

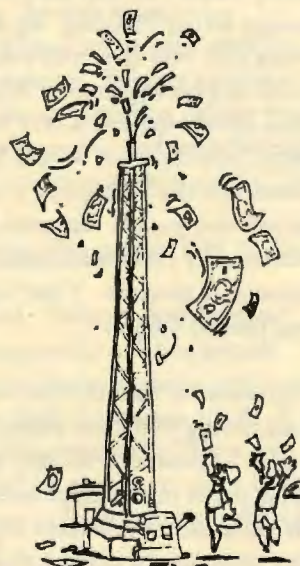
MSTV - Microsoft Win95 - videos - part 1 & 2

by Bill Weber

Briefly the tapes were informative to both the new user as everyone looking would be and "old users" and covered the diagnostics rather well. I have seen them once, and they are very good. The best feature of the 95 MS windows program seems to be its being able to detect and help the user resolve IRQ and DMA and wrong driver conflicts for multi-media cards and fax-modem configurations. The only negative things on the surface seems to be the desire of the program to have the TSR's and resident virus programs removed or disabled before loading the new software!! [F8] seems to be another neat feature of 95 in that it provides a "safe mode" of operation for trouble-shooting which allows you to eliminate potential problems step by step.

There are also very good basic networking tips and problem solving issues discussed in the tape. Another issue was selecting the "LBA" mode for your new 1-gig hard drive to allow it to work properly. Technically the best feature is the device manager icon: The yellow mark indicates trouble. The red-x indicates 32 bit addressing has been disabled and drivers may be in a default condition. Additionally, you can look at all the system settings--far better than the MSD stuff in 3.1 or 3.11. All the IRQ, DMA, and even SCSI settings are available. I actually was able to use some of the information on these tapes for my new job.

The last item is that for software developers, Win95 is FREE, yes I said FREE, call 1-800-583-0042 Dept A020. You can get Windows 95 and Office for Windows for a free 90 day evaluation on a CD. ☺



8 Tips For Internet Marketing

by Scott Segal

Online Marketing Company/Web Rent

<http://www.metroguide.com/detroit>

<http://www.algonet.se/~dip/>

1. Always keep your target audience in mind. Every piece of information on your site should cater to your target audience. The Internet is used by millions of people every day; many of these people are part of your target market segment. Before you begin to create your site, identify your target audience and write your site based on what you would want to see if you were in their shoes.

Whether you are advertising on the World Wide Web or in Time Magazine, never forget the basics. Be sure to make your web pages simple, concise, focused, benefit driven and easy-to-understand. Always include a call to action on your web pages.

2. The World Wide Web is only part of your on-line marketing campaign. With all of the hype the World Wide Web is receiving, other key areas on the Internet must not be overlooked as places to generate on-line sales and compliment your World Wide Web efforts. Newsgroups and mailing lists are great places to get word out about your offerings. While overt solicitations are generally not accepted in Newsgroups or on Mailing Lists, you may carefully get your ad message across by using "sig files". These are footers that you attach to every message posted to a Newsgroup or Mailing List. Your footer should include a very brief description of what you do, your World Wide Web address and the address to your autoresponse mailbox that people can send messages to and automatically receive information about your products or services. Your "sig file" should never exceed 6 lines.

3. Be sensitive to different web browsers. Avoid having your web pages be "browser specific." Generally, no two web browsers display pages in the exact same way. With the wide variation of browsers on the market today, you cannot assume that your viewers

will be using any one browser. Try not to make your web pages browser dependent. The tendency for many developers is to create pages that look good in Netscape without regard for how other browsers will view them. Test your pages through many browsers to assess their design points.

4. Take advantage of every opportunity to promote your on-line information. Once your business is on-line you must let the world know that they can find your company's information on the Internet. Remember to add your World Wide Web and e-mail addresses to your: business cards, letterhead, fax cover sheets, advertisements and marketing collateral.

5. Links = traffic = sales. The World Wide Web is essentially a mass of documents connected together through hypertext and hypermedia. It would take someone a long, long time to find your site if it was not linked to any other document on the Internet. You must actively pursue links to your pages by contacting other companies in your industry who sell complimentary goods they promote via web pages and asking them to provide a link to your page and you will link to theirs (trade). Getting your site listed in the major directories and search engines on the web can mean the difference between a successful site and a failed one. Links are the most important part of your world wide web marketing campaign - bar none.

6. Information is king. Besides links, this is the other most important element of a successful world wide web site. The most highly traveled sites on the web provide useful information, often referred to as "content" in web speak. For example, Hot Wired, which was one of the first on-line "magazines" receives more than 300,000 hits per day. This traffic is due in large part to the quality of the content in this electronic publication; not the quality of it's advertisements. Information brings people back to your site; your sales pitch will not bring most people back.

Continued on page 7

Instant Memos News Release

from Tina Stillions
at MediaMagic Solutions

Cupertino, Ca., February 1, 1996-
MediaMagic Solutions, Inc.

Announced today the release of Instant Memos, a utility software program for the PC that works like the traditional sticky notes found on virtually ever desk. Developed by Daniel Oran, the designer of Microsoft's Windows 95 user interface, Instant Memos installs in seconds and is an easy-to-learn, easy-to-use and very effective organizational tool.

"I used the same process to design Instant Memos that I used to design the Start Button and Task Bar for Windows 95," says Oran. "I wanted this to be something that was quick and easy-to-use but was also extremely useful." Oran has taken this simple concept and created Instant Memos, a practical and efficient way to organize those small "to-do" lists that are hard to manage or anything else you might use the actual scraps of paper for. The heart of the product is a note dispenser that's always on the screen. You can choose the color of the note, the note size and the style of the font. With one click on the word "New," a blank note pops up from the dispenser. Everything typed on the note is stored automatically. Each time you start your computer, the notes appear exactly on the screen where they were left. An unique alarm function lets you set the time and the date and instantly displays the note at the appropriate moment. Instant Memos is a simple and affordable solution designed to make time management and life a little easier.

System Requirements:

Win95 or Win3.1, VGA or SVGA, mouse or equivalent device and a 3.5" floppy disk drive.

Also required are 350 KB of RAM and 1 MB of hard disk space. Anticipated SRP for Instant Memos is \$19.95. User Group pricing is \$15.95 plus shipping and handling.

MediaMagic Solutions, Inc. Is a young publishing company committed to bringing the world quality, affordable consumer products. The company aims to provide consumers with original products that focus on personal productivity and personal enrichment. MediaMagic Solutions, Inc. Stays focused by keeping a visionary eye on the future and delivering superior products that are unique, fun and easy-to-use.

MediaMagic solutions, Inc. Is located at
20245 Stevens Creek Blvd., Ste 201,

Cupertino. Ca. 95014.

Tina can be reached at (408) 777-7980 or tina@magicstuff.com ☺



8 Tips - continued from page 6

Offer something of benefit to your target audience on your web site and you will keep them coming back for more.

7. Don't put your viewers to sleep. Avoid making your web site too "Harvard"-like, people using the web want to be entertained while they seek out information. Snappy graphics will add life to your site. Make your web site as fun and entertaining as

possible, even if you cater to a business clientele.

Have fun with your site, people love to see it.

8. Change is good. Information on your pages should change daily. When people know that your on-line material is regularly updated they are likely to return often. A site that always says the same thing offers the active web "surfer" no reason to come back. Always make time to keep your site current and changing. ☺

Review: Microsoft TechNet CD

by Brian Christopher

It rode into town in a plain brown box full of literature and videos. Share the Win95 experience with the Redmond development team on Microsoft Television (MSTV) the videos beckoned. "Quick, easy answers" were promised by the Internet Guide book. A couple of jewel cases and a kind hello from the Mindshare User Group, Annie Sparrow, Kerri Grubb and Laura Hoffman-Spady. All this greeted me as I looked through the latest promotional package from Microsoft. It looked good but all my spare time was taken getting Print Screen to the Post Office. As that project was completed, I went back to researching Windows memory usage and ram drives. The material I found seemed to be researched from other sources. Not contradictory just second hand. I wanted the white paper from the people who designed the operating system. Funny how I was staring at the Technical Information Network (TechNet) CD when that thought hit me. My fingers popped the two disk jewel case open and slipped Disc 1 in the drive. Setup raced through the program install. Quickly I was looking at "What's New" and "Using TechNet". What really grabbed my attention was the left side column which read:

- TechNet News
- MS Backoffice
- Personal Systems
- MS Office & Desktop Applications
- Databases & Development Tools
- Hardware
- Planning, Analysis & Implementation
- Technologies
- Service & Support
- Knowledge Base

More than 1.5 gigabytes of technical information or over 100,000 pages of detailed answers all in one place. A search engine sat quietly waiting for my command. The "ram drive" query produced 113 topics found. The associated words "ram & requirement" query found 723 topics. The motherlode started at

topic # 9 with "Memory Management with Win3.0 & 3.1". The next big score was the "memory win95" query with 165 hits. Number 12 got hot with "How Windows 95 Manages Virtual Memory". Finally, I could resolve this memory issue. The concise writing of TechNet lends itself to a quick shot of knowledge adrenaline. Pumping the mouse button, I pulled together an article that totally eluded me for months.

On Disc 2 are the Supplemental Drivers & Patches. This includes:

- The latest version of the complete Microsoft Software Library
- Drivers for the entire line of Microsoft Products
- Code samples
- Utilities and templates
- Printer, video, and keyboard drivers
- Entire software library, European Windows drivers library

The drivers and patches were easily loaded on my system by clicking on the button imbedded in the relevant article. Inserting Disc 2 into my drive copied the file to my hard drive.

TechNet is updated every month with two compact disks and a full text search engine. A highly recommend tool for system administrators, network managers, support professionals, and MIS managers. Microsoft TechNet 1-800 344-2121 (dept. 3129) ☺

Review: Trispectives

by Marvin Kraft

Trispectives was booted up in a computer with a CD-ROM and Win 3.11. It booted up nicely following the instructions. The programs are impressive. One is the 3D camera eye we saw in the architecture demo in last month's meeting. However, the applications need a drawing program or drafting software program or some game program to be of use. The applications in Trispectives do not constitute a complete software program.

WWW Robot Frequently Asked Questions

Condensed for Print Screen

Last updated: 9 February 1996
Maintained by Martijn Koster
Location: <http://info.webcrawler.com/mak/projects/robots/faq.html>

What is a WWW robot?

A robot is a program that automatically traverses the Web's hypertext structure by retrieving a document, and recursively retrieving all documents that are referenced. Note that "recursive" here doesn't limit the definition to any specific traversal algorithm; even if a robot applies some heuristic to the selection and order of documents to visit and spaces out requests over a long space of time, it is still a robot. Normal Web browsers are not robots, because they are operated by a human, and don't automatically retrieve referenced documents (other than inline images). Web robots are sometimes referred to as Web Wanderers, Web Crawlers, or Spiders. These names are a bit misleading as they give the impression the software itself moves between sites like a virus; this not the case, a robot simply visits sites by requesting documents from them.

What is an agent?

The word "agent" is used for lots of meanings in computing these days. Specifically:

Autonomous agents

are programs that do travel between sites, deciding themselves when to move and what to do (e.g. General Magic's Telescript). These can only travel between special servers and are currently not widespread in the Internet.

Intelligent agents

are programs that help users with things, such as choosing a product, or guiding a user through form filling, or even helping users

find things. These have generally little to do with networking.

User-agent

Is a technical name for programs that perform networking tasks for a user, such as Web User-agents like Netscape Explorer, Email User-agent like Qualcomm Eudora etc.

What is a search engine?

A search engine is a program that searches through some dataset. In the context of the Web, the word "search engine" is most often used for search forms that search through databases of HTML documents gathered by a robot.

What other kinds of robots are there?

Robots can be used for a number of purposes:

- Indexing
- HTML validation
- Link validation
- "What's New" monitoring
- Mirroring

So what are Robots, Spiders, Web Crawlers, Worms, Ants

They're all names for the same sort of thing, with slightly different connotations:

Robots

the generic name, see above.

Spiders

same as robots, but sounds cooler in the press.

Worms

same as robots, although technically a worm is a replicating program, unlike a robot.

Web crawlers

same as robots, but note WebCrawler is a specific robot

WebAnts

distributed cooperating robots.

Aren't robots bad for the web?

There are a few reasons people believe robots are bad for the Web:

Certain robot implementations can (and have in the past) overloaded networks and servers. This happens especially with people who are just starting to write a robot; these days there is sufficient information on robots to prevent some of these mistakes. Robots are operated by humans, who make mistakes in configuration, or simply don't consider the implications of their actions. This means people need to be careful, and robot authors need to make it difficult for people to make mistakes with bad effects. Web-wide indexing robots build a central database of documents, which doesn't scale too well to millions of documents on millions of sites. But at the same time the majority of robots are well designed, professionally operated, cause no problems, and provide a valuable service in the absence of widely deployed better solutions. So no, robots aren't inherently bad, nor inherently brilliant, and need careful attention.

Where do I find out more about robots?

There is a Web robots home page on: <http://info.webcrawler.com/mak/projects/robots/robots.html>. While this is hosted at one of the major robots' site, it is an unbiased and reasonably comprehensive collection of information which is maintained by Martijn Koster <m.koster@webcrawler.com>. Of course the latest version of this FAQ is there. You'll also find details and an archive of the robots mailing list, which is intended for technical discussions about robots.

Indexing robots

How does a robot decide where to visit? This depends on the robot, each one uses different strategies. In general they start from a historical list of URLs, especially of documents with many links elsewhere, such as server lists, "What's New" pages, and the most popular sites on the Web. Most indexing services also allow you to submit URLs manually, which will then be queued and visited by the robot. Sometimes other sources for URLs are used, such as scanners through USENET postings, published mailing list

archives etc. Given those starting points a robot can select URLs to visit and index, and to parse and use as a source for new URLs. How does an indexing robot decide what to index? If an indexing robot knows about a document, it may decide to parse it, and insert it into its database. How this is done depends on the robot: Some robots index the HTML Titles, or the first few paragraphs, or parse the entire HTML and index all words, with weightings depending on HTML constructs, etc. Some parse the META tag, or other special hidden tags. We hope that as the Web evolves more facilities become available to efficiently associate meta data such as indexing information with a document. This is being worked on...

How do I register my page with a robot?

You guessed it, it depends on the service :-)
Most services have a link to a URL submission form on their search page. Fortunately you don't have to submit your URL to every service by hand: Submit-it <URL: <http://www.submit-it.com/>> will do it for you. ☺

Internet Television

Soap Operas

Links to pages for Days of Our Lives, General Hospital, the Bold and the Beautiful, the Young and the Restless, FAQs, and the Usenet newsgroups rec.arts.tv.soaps.

http://www.yahoo.com/Entertainment/Television/Shows/Soap_Operas/

Seinfeld

The official Seinfeld archive and gopher offering quotes, sounds, episode guides, FAQs, and pictures. The web page provides links to dozens of sound samples, jpeg pictures, a newsgroup and an episode guide.

<http://www.ifi.uio.no/~rubens/seinfeld/>

Removal of a UART

by Jim Dinkey

It really isn't a modem upgrade - it is removal of a UART that cannot go faster than 9600 baud.

This is a common problem with older machines in that they have the old 8550 UART or maybe a 16450 chip - but not the required 16550 chip that will interface properly with the modern 28.8 modems.

How to find out what chip is in your own machine? Get to the DOS prompt (not within Windows) and type MSD (Microsoft Diagnostics).

Then type "C" to display the COM ports. At the bottom will be "Uart Chip Used" and the number to the right. If it is NOT 16550 and you are attempting to run a 28.8 modem, then you probably have had or will have a problem with either no data transfer or very unstable transfers.

So we started in and found that the machine was built around a 'combo' card that had no documentation. We lighted off to NCA and bought a EIDE controller card (max 4 disks) that had the functions necessary to replace the combo card (max 2 disks) and a COM1/COM2/LPT1 card.

Things seemed to go OK with the disks but the COM2 card would not come alive for the longest time. We finally substituted the manufacturer's little cable that went from the card to the DB25 receptacle. It looked the same, felt the same, aligned the same, but wasn't. Moral: use ALL of the manufacturer'-supplied parts.

That is when I dropped the hard disk. Another trip to the store to replace the thing. The original is off to Maxtor for an upgrade.

Then it was time to install the COM3 board that was to drive a label printer. A simple job.

When the COM3 went in the board decided to step all over the inputs to the video area. Finally we disabled, totally, the LPT2 interface and the COM4 interface and all was fine. Took getting rid of ALL the controlling jumpers before the board backed off.

Keep in mind that, conceptually, this was a minor upgrade, but it turned out to be the upgrade from Hell - expensive and messy.

Now go out and buy that 28.8! ☹

*Keep in mind that,
conceptually, this was a
minor upgrade, but it turned
out to be the upgrade from
Hell - expensive and messy.*

What is a UART?

*Excerpt from MS
TechNet CD*

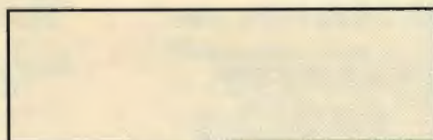
The universal
asynchronous
receiver-transmitter

(UART) is an integrated circuit that contains the software programming control of the PC serial port. The 8250 was the original UART to ship with the IBM personal computer. This UART and the improved 16450 version are limited to one input register that holds only one byte at a time. These UARTs are not usually suitable for modem speeds greater than 9600 bits per second (BPS) because of possible input data overruns that can occur if a character is left in the input register when the next byte is received.

The newer 16550 UART allows reliable data transfer at high speeds with its 16-byte first in, first out (FIFO) input register. The FIFO feature can buffer up to 16 bytes at a time, which improves serial communications by preventing data overruns in applications that are 16550 aware. ☺

Stanford Palo Alto Users Group for PC
POB 3738
Stanford, CA. 94309-3738
<http://www.mediacity.com/~spaug/>

Address Correction Requested



NEW DATE

General Meeting

Wednesday, April 17th @ 7:30 PM,
at MediaCity

526 Bryant Street
Palo Alto

Parking under the City Hall on Ramona St.

The SPAUG Home Page is sponsored and provided by:
MediaCity Inc. (415) 321-6800