

Noteworthy Music CDs The growth of consumer retail outlets appearing on The Web continues. We will cover all of the major "on-line shopping malls" as they become significant. This supplier of music Cds offers a fully searchable catalogue with on-line ordering. The Web page even has a continual display of how many items you have ordered and the total price. With a market of 30 million, and growing, retailers should monitor this development carefully. The location of this page is:
<http://www.netmarket.com/noteworthy/bin/browsestart?st=n1wazg0tst4>

Wine with personalised labels. No doubt this will offend the wine connoisseurs amongst our readers, but this supplier is offering a range of wines with customised wine labels. The Web page allows you to choose your wine and design the label. If you have a personalised product to offer, take a look at this page. Should you be there? If you supply personalised diaries, promotional gifts, etc. then consider that The Web reaches maybe 30 million people world-wide, without having to pay for the mailing. The location of this page is:
<http://www.netmarket.com/wines/bin/main/?st=n1wazg0tst3>

The Mining Channel - This document provides an in-depth look at exploration companies who are publicly trading on stock exchanges around the

world. Information provided includes a Snapshot Report, Full Report containing comprehensive geological reports, colour maps and company details and News Releases (Hot Sheets) for the latest breaking news. This document can be found at location:

<http://www.wimsey.com/xr-cgi-bin/select?781742071036@Magnet/mc/menumine.html>

Dun & Bradstreet Information Services.

The appearance of D&B on The Web is a sure indication that The Web has become an important part of the business landscape. Perhaps surprisingly they are offering some useful FREE information including: Market Your Business Globally, Strategic Business Planning, Tactical Marketing, as well as the rather more predictable Predicting Slow Payers, and How To Manage Vendors. The location of this information is:

<http://www.dbisna.com/dbis/dbishome.htm>

Singapore InTV Teletext. Perhaps the most surprising, and in many ways the most exciting, development we report on this week is the availability of Teletext on The Web from Singapore. Just like watching teletext on your TV here at home, except that this is Singapore news, all the share prices in Singapore, and such interesting snippets as invitations to tender. (Supply and deliver one battery powered truck. Limit \$100,000. Closing date 21 October). An important resource for anyone trading with this part of the world, and you view it in real time, as it happens. You need special software to view the pages, but this can be downloaded free from The Web. The location is:

http://www.ntu.ac.sg/intv/intv_www.html

Companies in China. As noted in the last issue of Web Monitor Weekly, activity on The Web is not

confined only to the USA and Western Europe. In this document you will find a list of companies in China, with description and contact details. At present this is just a list, but it forms part of a new venture called "The Digital Silk Road of the 21st Century". If it leads to the same increase in Asian exports as the original silk road, then we should be taking notice. For the moment, the list of Chinese companies could be a good starting point for new ventures; but keep an eye on this Digital Silk Road at:
<http://www.ncb.gov.sg:1080/access/bycountry/cn.html>

Microsoft. Inevitably the PC software giant is on The Web. Here you will find a growing amount of information about Microsoft products. For the technical readers there is access to the Microsoft Knowledge Base and Software Library. The real significance of The Web becomes clear when you realise that the next version of Windows, (and the soon to be announced new version of OS/2 from IBM) will include all the software required for Internet access. This makes the forecasts of 100 million Web users by 1998 sound believable. You can find Microsoft at location:
<http://www.microsoft.com/>

Planet Earth. To understand the significance of The Web to your business you need to have a feel for its enormity, the scale of the information it makes available, and the geographical spread of its penetration. The Planet Earth pages give a vivid demonstration. Information is here on even the smallest countries and tiniest islands, and the location of some Web sites will surprise you. If you think The Web isn't relevant to your market, check here first. This information is located at:

<http://white.nosc.mil/htbin/imagemap/pehp?190,123>

The Exploratorium. Selling via The Web will eventually be routine, with instant fund transfers. However, until consumers adapt to this the wise business will provide comfortable and familiar ways for its customers to spend money. The Exploratorium shows a catalogue of gifts with a scientific flavour. For intending purchasers, an order form is provided for printing out and faxing to the company. This one step at a time approach is the key to success in Web based retailing. You can see how it's done, and buy a gift, at location:

http://www.exploratorium.edu/explo_to_go/catalog.html

Project Xanadu. Retailing is only one area where The Web is likely to have a major effect. Publishing is also likely to suffer major upheavals as a result of the information super-highway. The printing press enabled mass production of the written word; The Web enables instant mass distribution. The problems of payment and copyright are complex though, and this is what Project Xanadu claims to have solved. Certainly the future described by Xanadu is inviting. You can certainly make your work available with very little difficulty whether it's the written word, photography, music or movies. Under the Xanadu concept, once your materials are on the network, anyone with a modem can buy a copy and make connections to it that make it even more interesting or useful for others. Each time material from your document is bought by anybody, you get a royalty on that fragment. Read the full description for yourself, and consider its impact on the current publishing industry. The document can be found at location:

<http://www.aus.xanadu.com:70/0h/xanadu/future.html>

Omnimedia Electronic Books. A different approach to electronic publishing is being proposed by Omnimedia. This company makes available

complete novels to be downloaded from The Web. At some point in the book, the subsequent text is password protected. To continue reading you need to purchase the password, via a 24 hour telephone service. This try-before-you-buy approach could be very effective for a good author. If you want to judge for yourself you will need to understand the ZIP method of compressing information. If you need help with this call us. The first Xanadu book, "Fire and Fur" is located at:

<ftp.netcom.com/pub/OmniMedia/books/firefur.zip>

Investment Information. The Web is full of information for investors but at present most of it is geared to the US market. The Singapore teletext page has already been referred to, and this carries a large amount of data from SE Asia. The **Holt Reports** contain a daily summary of indices and market statistics from around the world, and historical data is also available. For the keen investor this is a useful source of data, well worth a look. The Holt reports are located at:

[gopher://wuecon.wustl.edu:671/11/holt](http://www.wuecon.wustl.edu:671/11/holtgopher://wuecon.wustl.edu:671/11/holt)

Dow Jones. Continually updated graphs of the Dow Jones Industrial Average and the S&P 500 are also available on The Web. For the Dow Jones see location:

<http://www.secapl.com/secapl/quoteserver/djia.html>
and for the S&P 500 see location:

<http://www.secapl.com/secapl/quoteserver/sp500.html>

The Virtual Town. The key to success for business on The Web is to create an interesting environment for the user. One attempt at this is the Virtual Town. The information is arranged in the form of a town, with restaurants, post office, library, shops etc. This approach could be very successfully used by any company with a range of different

products or services. The Web is a new medium and requires new approaches. We aim to find all these innovative ideas and bring them to you in Web Monitor weekly. The Virtual Town can be found at location:

<http://www.cs.ucdavis.edu/virt-town/town-txt.html>

Internet Conferences. As you will see in any bookshop, the Internet is becoming a major subject of tutorials, analyses, and education. Those of you who wish to keep at the leading edge should monitor the list of Internet Conferences which is kept at location:

<http://www.automatrix.com/conferences/>

Fraudulent Advertising on The Web. Inevitably, The Web has attracted the same kind of disreputable advertising as the printed media used to do. The Federal Trade Commission has determined that The Web should be regulated just like printed matter, and the first judgement has been obtained against an on-line advertiser making fraudulent claims. The full text of the ruling can be found at:

<ftp://ftp.netcom.com/pub/lewrose/FTC1stOnlineCase>

This week's non-business items are from two very different fields. The first is of interest because it demonstrates one of the reasons why The Web is becoming so popular; it is a major reference tool. Numerous dinner party discussions recently have been based around what the UN security resolution on Iraq or Israel did or did not say. Now the full text of all **UN Security Council Resolutions** is instantly available on The Web. The location is:

[gopher://gopher.undp.org:70/11/undocs/scouncil](http://gopher.undp.org:70/11/undocs/scouncil)

Finally for the active amongst our readers we have located The Web guide to **Golf**. Look in at:

<http://dunkin.Princeton.EDU/golf/faq/golf-faq.html>