

# internetWATCH

THE LEADING WEEKLY NEWSLETTER ON AUSTRALIAN eBUSINESS

ISSN 1446-6082

## Macquarie fits out WA convention centre

Macquarie Telecommunications recently finished implementing advanced communications facilities for the Perth Convention Centre, which was opened late in August. The design of the communications system evolved from a basic PABX-based telephony system into a network that will offer any-to-any services for centre employees, customers, and users, a spokesman explained. Dimension Data assisted Macquarie with the installation of the Cisco-based infrastructure.

A combination of category 6 cabling and fibre backbones carries both data and voice-over-IP traffic, while a voice gateway connects to Macquarie's voice services and a direct Ethernet connection between the centre and Macquarie's PoP gives users access to the Internet, the spokesman added.

Customised billing engines at the centre allow exhibitors and organisers to be billed individually for their access to both voice and data traffic.

### FIVE YEARS SINCE

*"There will be no distinction between dot-com and traditional businesses, just winners and losers"*

Michael Dell, CEO of Dell Computer, quoted in *Internet Watch*, September 9 1999.

## Telstra takes on comms for regional airline

Regional Express (Rex), an airline serving regional areas of Australia, has awarded Telstra a A\$2.3 million three-year contract to manage its entire telecommunications services, including voice, mobile, and data. The airline connects 30 metropolitan and regional centres in NSW, Victoria, Tasmania, and South Australia.

"Telecommunications cut to the very heart of airline operations and we have to set very stringent requirements to make sure that our telco partner is able to put in place technical solutions that are efficient, reliable and robust," explained Geoff Breust, chief executive of Rex.

Under the terms of the deal Telstra will use Rex as a preferred supplier for work-related travel.

## Wireless operator takes game up to fixed broadband players

Wireless services provider BigAir Australia has put the acid on its terrestrial services counterparts by launching a fast and extremely competitively priced home broadband service. BigAir's Home Broadband Starter plan offers symmetric speeds of 1M-bits/sec for A\$29.95, which includes downloads of up to 500M-bytes. Other plans are available with download caps as high as 10G-bytes, and a range of business offerings offer speeds up to 10M-bits/sec.

The relatively unknown carrier was launched earlier this year and has since been expanding its services across Sydney. The BigAir service is available in many broadband black holes where ADSL and cable services are not, claimed Jason Ashton, joint managing director of BigAir. Ashton said that the company gains a great deal of flexibility in pricing and services offerings by being able to bypass completely Telstra's local loop.

"We are in the unique position of being able to provide Australia's most advanced broadband service to the residential market as we own and operate our own independent network," Ashton explained.

"It's about time consumers were given a real broadband option." [www.bigair.com.au](http://www.bigair.com.au)



More wireless news in WIRELESS WATCH on page 5

## Broadband reaches one million subscriber mark

Broadband has reached more than one million subscribers in Australia, according to separate reports released last week by the Australian Competition and Consumer Commission and AT Kearney.

At the end of June the total number of subscribers had hit 1,047,800, an increase of 349,100 in the first half of the year, according to the ACCC. The greatest growth was in ADSL services, which jumped almost 88 per cent in the 12 months to the end of June. Details are contained in the ACCC's *Snapshot of Broadband Deployment as at 30 June 2004*, which is available from the commission's Web site at [www.accc.gov.au/content/index.phtml/itemId/534658](http://www.accc.gov.au/content/index.phtml/itemId/534658)

Households are expected to double their broadband take-up from about 10 per cent now to around 15 per cent by the end of the year, forecast AT Kearney's Michael Lee. The driver of the fast take-up was the availability of cheaper entry-level prices following Telstra's sudden price cuts in February. "Over the past 12 months Australia introduced both high-end and low-cost entry level plans with a greater choice of bandwidth and speed, and the reward for this has been the growth in broadband take-up."

However, that is expected to change, Lee said. "Our research indicates that broadband speed and demand, not price, are the key factors, and we lag behind leading countries. The Federal Government has a key role to play in stimulating those areas," Lee claimed. "Australia remains two to three years behind leading countries mainly because others had a head start and continued to grow substantially last year." [www.atkearney.com](http://www.atkearney.com)

## Online people on the move

**Brian Parker has been appointed COO of information provider Legalco. He was previously CIO of ING bank, prior to which he had spent 20 years with Citibank.**

**Legalco created the COO's position in order to combine operational and technology responsibilities under a single executive. Former CIO Laurence Bloch left Legalco late in August.**



**Sam Chisholm has resigned from the board of Telstra, although he will remain chairman of FoxTel. The resignation came as Chisholm accepted a seat on the board of Publishing and Broadcasting.**



**Bob Lanigan has been appointed sales director of enterprise and government for Avaya South Pacific. He was most recently general manager of sales at Damovo, and has also worked for Ericsson and JTec.**



**Mark Sinclair has been appointed technical services manager for Australia and New Zealand at Trend Micro. He was previously with Tenix Datagate and has also worked for Baltimore Technologies, Keycorp and Siemens Plessey.**

[Further online appointments p3 >>>](#)

Slattery's Internet Watch is published by Slattery IT Consulting, Level 1, 221 Miller St, North Sydney 2060. Phone 61-2-9929 9511. Fax 61-2-9929 4411

Slattery IT Consulting has a Victorian office at Level 8, 313 La Trobe Street, Melbourne 3000. Phone 61-3-9602 1313.

Editor: Peter Scott:  
e-mail [scottie@slatteryit.com.au](mailto:scottie@slatteryit.com.au)

Slattery's Internet Watch is a weekly publication that is e-mailed free to registered subscribers. Simply register your subscription online at our Web site: [www.slatteryit.com.au](http://www.slatteryit.com.au)

Advertising and general inquiries to [iwatch@slatteryit.com.au](mailto:iwatch@slatteryit.com.au)

## Casino opts for IP telephony in call centre

Burswood International Resort Casino in Perth has installed IP telephony and contact centre solutions from Avaya, with implementation undertaken by NSC. A spokesman said that one of the requirements for the casino's communications upgrade was a telephony environment that supported mixed IP telephony, standard, telephony, and analog phones.

"The new customer contact centre will offer a one-stop shop for customers to make hotel, restaurant, and theatre reservations," the spokesman explained. "Customers will benefit from more personalised service as staff can view a customer's history on screen as they answer calls or serve a customer. Staff can then provide services in line with the customer's patterns of behaviour."

- On the other side of the Tasman Avaya has been selected to provide its Multivantage Communications Applications portfolio for two Vodafone call centres in Auckland. The systems will be implemented by Agile New Zealand.

A spokesman noted that the system incorporates disaster recovery planning so that customer service can be maintained at all times. "If one call centre is forced to go off line for any reason, agents can be moved to the other call centre and continue to provide service as normal," the spokesman said.

## Cosmos prescribes cure for pharmacies system

Cosmos, an ASX-listed developer of electronic transaction services and retail IT systems for pharmacies, has been called up to assist the Health Insurance Commission with trials of PBS Online. The project is intended to provide faster ways to make pharmaceutical claims online.

"The system will assess government-subsidised prescriptions and determine eligibility for payment. This will reduce administration by flagging potential rejections at the point of dispense and allow errors to be corrected on the spot," a spokesman explained. "Pharmacies will also have greater certainty of the subsidy to be paid before the medicine is supplied to the customer."

[www.hic.gov.au/providers/online\\_initiatives/pbs\\_online.htm](http://www.hic.gov.au/providers/online_initiatives/pbs_online.htm)

## Interwoven tools to manage SA image library

Californian developer Interwoven has been selected to provide its MediaBin digital asset management system to help with the storage of digital images by the South Australian Department for Environment and Heritage. The department has about 300 people creating or editing images, which are subsequently available to more than 1000 staff. It now stores about 50,000 images, but expects to increase that number to more than 300,000.

"Currently various groups within DEH have developed their own repository systems for images, but many simply file with no metadata at all, making it near on impossible to find images, let alone share with others across branches," explained Andrew Kay, IT policy manager for the department.

"We primarily were looking for a proven technology that gave us a central repository of digital image files, a facility for entry, update, and indexing of files and metadata, and a Web-based retrieval facility," Kay added. "Now images are efficiently stored and metadata can be easily added, with quick searches now possible. Regional offices can now search by text keyword or thumbnail without large and slow file transfer."

## Ballarat hotel pumps videos over ADSL

Mid-City Hotel in Ballarat has converted its private telephone network into a high-speed Internet service that also allows guests to view videos on demand at rates up to 12M-bits/sec. The Ericsson ADSL2 system, including micro-DSLAMs, was implemented by business ISP FreeGate Networks. Ericsson has been awarded a contract to provide 24/7 support.

"Pulling new Cat5 cable for Ethernet and coax for Internet and video was too costly and invasive," noted Valery Krukov, director of FreeGate. "Broadband on ADSL is a great alternative as it exploits the existing copper telephone lines yet doesn't effect the existing inhouse phone service."



INNOVATIVE  
TECHNOLOGY  
SPECIALIST

.NET, SOA, ERP, J2EE, CRM, ITIL, CMM,  
XML, EAI, BI, SOAP, EJB, 24/7, SDLC

Confused? Let AVOGA Help.

Visit [www.avoga.com.au](http://www.avoga.com.au) for more info

## Further online appointments

Paul Edmondson has joined communications integrator NSC as business development manager for Queensland and Don Stevens has been appointed NSC account executive in Adelaide.

Edmondson joined NSC from Fredon Industries, and has also worked for Ascom-Nira and Streamline Solutions.

Stevens was previously with Avaya and Telstra.



Shayne Taylor has joined Harris Technology as general manager of commercial sales. He previously worked for Volante and AMS.



Melbourne Web design group Reactive Media has recruited a number of new staff, including Web developers Simon Stefanoff and Julian Gilchrist, network administrator Mark Moynihan, and technical director Matthew Watson (formerly of CIM and Eclipse Group).



David Bolt, who retired as managing director of Intel Australia late last year, has taken a seat on the board of Volante Group. He replaces Michael Stiasny, who has resigned.



Giles Tanner has been appointed a full time acting member of the Australian Broadcasting Authority, which will merge with the Australian Communications Authority before the end of June 2005. His three-month appointment starts on September 15, following the expiry of Michael Gordon-Smith's term.



Six month extensions have been announced to the terms of two directors of the Australian Broadcasting Authority — deputy chair Professor Judith Sloan and Ross McLean. Both began five year terms in August 1999.



Martin Wylie has been appointed a non-executive director of People Telecom. He was most recently chief executive of Kiwi ISP ihug Group, which was acquired by iiNet in October 2003. He had also been chief legal adviser to Telecom New Zealand from 1987 to 1996.

Malcolm Dick has resigned from the People Telecom board.

## Banks react to need for online customer service

With more than four million Australians using online banking, banks are being forced to lift their game in the provision of online customer service, but several have a long way to go and one messed up a potential A\$100,000 opportunity, according to ACNielsen Consult's *Online Banking Enquiry Monitor*.

One of the dummy inquiries used to assess the banks' performances requested the best cash management account rate for a A\$100,000 investment. "Surprisingly, only one bank (Citibank) chased this potentially lucrative inquiry by calling the phone number supplied, while another (ANZ) completely misread the inquiry as a loan inquiry," explained Richard Sandlant, associate director of ACNielsen Consult. "Today's banking sector is more competitive than ever and it's surprising to see one of the majors fumble a potential A\$100,000 sales opportunity as happened here."

In other areas the 23 banks assessed for the monitor had lifted their games. "The results of the monitor showed that the overall online customer support index based on banks' thoroughness of reply to online inquiries, and whether additional information was provided, was three per cent higher in July 2004 (80 per cent) than the average for the past 12 months (77 per cent)," Sandlant explained. "On average 47 per cent responded to all mystery shopper inquiries within one hour, more than double the average of the previous 12 months."

"We are seeing a major shift in consumer take-up of online banking alternatives and these findings show that the banks are responding to that trend," Sandlant added. "In today's fast-moving world, the critical success factor for the banks will lie in their ability to manage online customer service effectively." [www.acnielsen.com.au](http://www.acnielsen.com.au)

## Uni implements Web-based management system

NZ developer Jade Software Corporation has won a contract to install a Web-based student management system at Swinburne University. When fully installed by the end of 2005 the system will allow students to enrol for courses online and will include a student portal that will allow students to keep track of course structures and timetables.

"The Jade SMS will mean Swinburne will reap the benefits of having one system that caters for our requirements as a multi-campus, dual sector university and our students will benefit from the convenience, speed, and ease of having one system that manages the whole of student life cycle, from enrolment to graduation," explained Professor Ian Young, vice chancellor of Swinburne University. [www.jadeworld.com](http://www.jadeworld.com)

## Fujitsu incorporates VoIP in Kiwi call centre

Fujitsu New Zealand has upgraded its service desk with the Customer Interaction Centre product from US company Interactive Intelligence. The system uses the VoIP SIP protocol and has the ability to have all interaction types queued and a single view of grades of service across all interaction types, a spokesman explained. "Other products may offer ways to queue e-mails but they aren't integrated with other actions, such as phone calls," claimed Bill Garcia, general manager of CallTime New Zealand, which implemented the system. [www.calltime.com.au](http://www.calltime.com.au)

## Domain administrator seeks input to new model

The .au Domain Administration is seeking comment on a consultation report issued by its Registry Competition Review Panel. The panel was set up in July to review the auDA's competition model as it applies to the provision of .au second level domain registry services and to recommend changes to the model. The report can be downloaded from the auDA Web site at [www.auda.org.au/pdf/rcrp-public1.pdf](http://www.auda.org.au/pdf/rcrp-public1.pdf)

## QPSX to appeal adverse German patent ruling

Technology commercialisation specialist QPSX has decided to appeal against a finding by the German Patent Court that the company's claims about its segmentation and reassembly (SAR) technology could not be maintained over prior art claimed by Deutsche Telekom (*IW*, July 5, p3). The SAR technology lies at the heart of asynchronous transfer mode (ATM) networking and is being licensed worldwide by QPSX.

The appeal, which is to be lodged within two weeks, will be heard in the German Supreme Court, probably next year. In the meantime, lodgement of the appeal will vacate the decision of the Patent Court and restore the status of the patent pending the outcome of the appeal, a spokesman explained.

## Online wheelings and dealings

Defence company ADI has entered a strategic R&D alliance with the Defence Science and Technology Organisation to investigate network-centric warfare. A spokesman said that network-centric warfare refers to the concept of applying modern computing and communications technology to link sensors, weapons systems, and the people who control them.



Data security company MCI Datacom (which is not related to MCI companies in the US) has agreed to merge with Indonesian counterpart PT InterIndo Global. The merged group will be known as Seccom Networks and will offer managed security services to medium and large enterprises throughout Asia, explained Gavin Matthews, CIO of MCI Datacom. "The merger with InterIndo gives us a springboard into Asia, leveraging PT InterIndo Global's national and international resources."



Australian IP specialist Techontap International has been appointed master distributor of conferencing products from Israeli company VCON. Under the terms of the deal Techontap will lease, sell and distribute VCON's rich media conferencing solutions and will host a complete VCON network solution for its customers.

[www.techontap.com](http://www.techontap.com)



NetComm has released an all-weather surveillance and monitoring camera that operates as a self-contained Web server. The device, known as the NS4540, is designed for a range of security applications for business and residential users, explained David Stewart, managing director of NetComm.

[www.netcomm.com.au](http://www.netcomm.com.au)



Communications infrastructure provider Tele-IP is "actively pursuing" acquisitions to expand its voice communications offerings.

[www.tele-ip.com](http://www.tele-ip.com)

## MINTER ELLISON LAW WATCH

# Telcos, ISPs, and privacy

The Australian Communications Authority (ACA) recently warned telecommunications companies and ISPs to be careful not to inadvertently share subscriber information without the subscriber's consent.

This issue arose when a complaint was made about telecommunications companies sharing caller number display information with ISPs where people had specifically requested the telephone companies to block the transfer of that data.

The practices that were the subject of the contravention, however, arose as a result of improvements and enhancements to Internet technology and could not be avoided because of the essential role the exchange of telephone numbers plays in the operation of a telecommunications network. As such there was no suggestion of intentional wrongdoing by the telecommunications companies and the ISPs. In addition, as a whole the inappropriate disclosures only made up a small percentage of the entire traffic.

Taking this into consideration, the ACA, instead of proceeding to prosecute the telecommunications companies and ISPs, asked the companies concerned to ensure that their customers know how, when, and why their phone number may be used by an ISP.

Not surprisingly there has been some industry criticism of the ACA's approach. The criticisms focus on the fact that the ACA appears to be willing to find that there has been a contravention of the law which it administers, but it has not sought to enforce the law.

This incident shows the regulatory risk that many ISPs or other firms operating in the technology sector face. It serves as a warning to the technology industry to ensure that participants are on top of the impact that their technology has on their compliance with the prevailing regulatory environment.

*This article was written by Josh Messing of Minter Ellison.  
For questions about legal issues, contact Anne Trimmer  
([anne.trimmer@minterellison.com](mailto:anne.trimmer@minterellison.com))*

## NSW prepares e-mail and Net surveillance law

Draft legislation in NSW will allow employers to filter e-mails that are considered to be spam under the definitions of the Federal Spam Act 2003, or those that would be considered offensive, harassing or menacing by "a reasonable" person.

The Workplace Surveillance Bill aims to give employees some protection by requiring employers to inform them of any e-mail or Internet restrictions. In addition, employers imposing restrictions must have e-mail or Internet policies in place and must have notified employees of those policies.

## Qld academics create unique spam blocker

A firewall developed at the University of Queensland and claimed to be the "only true spam firewall in existence" is being prepared for market by a newly formed subsidiary of the UniQuest commercialisation company.

The firewall was developed by Matthew Sullivan, a specialist systems programmer at the university. "Existing anti-spam software filters our spam, whereas ours puts up a firewall, stopping all e-mail traffic and only allowing real mail through," Sullivan claimed.

The system uses a support vector machine (SVM) to categorise e-mails and to analyse e-mails in toto rather than by components such as key words or phrases, Sullivan said. "Using an SVM we can train our spam firewall to accurately recognise legitimate e-mails to the extent that it can tell the difference between a pharmaceutical bulletin on Viagra and someone trying to sell Viagra," Sullivan claimed. "We recently completed a trial of a key layer of the spam firewall and it processed the e-mails at 90 messages per second, misclassifying only one out of 25,000 e-mails." [www.uniquet.com.au](http://www.uniquet.com.au)



NEWPORT CAPITAL

TRUSTED ADVISERS TO TECHNOLOGY, DIGITAL MEDIA AND COMMUNICATIONS INDUSTRIES ON INVESTMENTS, MERGERS, ACQUISITIONS, SALES, CAPITAL RAISINGS AND TURN-AROUNDS SINCE 1989

For a confidential and obligation free discussion contact one of our professional advisers on 61 (0)2 8920 3988, Fax 61 (0)2 8920 2988 or email [lour@newportcapital.com.au](mailto:lour@newportcapital.com.au)

ACN 067 278 791 AFSR License No - 262001 An accredited member of Regent Associates Consortium - Sydney, London, Paris, Frankfurt, Madrid, Milan, Philadelphia, Los Angeles, Bangalore.

[www.newportcapital.com.au](http://www.newportcapital.com.au)

## WIRELESS WATCH

### Mobile business

Mobile solutions developer Wytomic — previously known as Quadtel — has called in voluntary administrators. Bryan Hughes and Vincent Smith of Pitcher Partners were appointed last week and said they were “satisfied a proposal can be developed”.



Spectrum Message Services, a company that provides SMS-based card fraud protection, has appointed Gerard Vos managing director and Richard Davis sales manager for Australia and New Zealand.

Vos was formerly general manager of international distribution for access devices at Keycorp, and also worked for Verifier in the US and Intellect in Belgium.

Davis was previously with Betrustrusted Australia (formerly known as SecureNet) and has also worked for Exodus Communications.



Integrity Data Systems has been appointed a distributor of the AirMux range of wireless solutions from RAD Data Communications.

A spokesman said the AirMux products will allow Integrity to deliver point-to-point wireless solutions with double the throughput at existing prices.



Since the end of June SkyNetGlobal's W Home subsidiary has connected 15 buildings, giving it potential coverage for its broadband and home automation services of about 5000 apartments.



The Wi-Fi Alliance has announced the first round of products that are certified for the Wi-Fi Protected Access 2 security capability. The first products, expected to be available this month, are compatible with the 802.11i standard and are designed to meet demanding enterprise security needs. [www.wi-fi.org/OpenSection/ReleaseDisplay.asp?TID=4&ItemID=181&StrYear=2004&strmonth=9](http://www.wi-fi.org/OpenSection/ReleaseDisplay.asp?TID=4&ItemID=181&StrYear=2004&strmonth=9)



A start-up company known as HotSpot Amsterdam plans to use a “supercharged” version of Wi-Fi to give wireless coverage throughout Amsterdam. The system will require the use of 125 base stations and will be able to support several thousand users who will pay about A\$10 a day, the company claimed.

### Telstra unwires Starbucks hotspots

Telstra, in collaboration with Hewlett-Packard, is preparing to launch wireless hotspots in Starbucks Coffee shops around Australia. The launch is expected to provide Wi-Fi access at about three-quarters of the Australian Starbucks outlets from September 22. Users will be offered a variety of payment options and will not have to be Telstra customers.

“W-Fi is important to our plan to connect people across Australia to wireless data networks because the relatively inexpensive set-up and access costs put it within reach of small businesses, professionals, and consumers,” said Holly Kramer, Telstra's director of wireless and mobility products. “Demand is growing because so many new laptops and handheld devices come Wi-Fi-enabled and because it's so easy and inexpensive to Wi-Fi-enable many older laptops,” Kramer added.

### . . . Wins contract for regional expansions

Telstra Country Wide has won a A\$15.6 million Federal Government contract to provide mobile phone coverage and high-speed wireless data services to 62 regional and remote locations. “High-speed wireless data services will be available via our CDMA network at all 62 sites, enabling people with compatible equipment to access the Internet or their company networks from anywhere in the new coverage areas,” claimed Doug Campbell, managing director of Telstra Country Wide. Thirteen of the mobile phone sites will provide coverage to isolated communities in the Northern Territory, while other sites will be in NSW, Queensland, South Australia, Victoria, and WA.

### Senate passes law banning mobile rebirthing

The Senate has passed a law that makes it a criminal offence to “rebirth” stolen mobile phones by modifying their electronic serial numbers. *The Crimes Legislation Amendment (Telecommunications Offences and other Measures) Bill* provides for jail sentences of up to two years for rebirthing mobile phones.

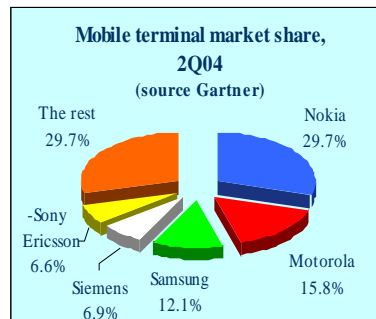
Almost a year ago the Australian mobile phone industry introduced anti-theft technology to block lost or stolen mobile devices by using the 15-digit International Mobile Equipment Identity number. That service has been used to block almost 165,000 devices, according to Graham Chalker, CEO of the Australian Mobile Telecommunications Association. “People in the market to buy a second-hand phone through a second-hand dealer or over the Internet will be able to check at [www.mindyourmobile.com](http://www.mindyourmobile.com) if it has been reported lost or stolen and has been blocked from use by the network carriers,” he added.

### Mobile phone sales continue hot and strong

Mobile phone sales worldwide hit a total of 156.4 million in the second quarter of 2004, 35 per cent more than in the second quarter of 2003, according to figures released last week by Gartner.

Strangely, consumers in Australia were found to be holding off on purchases in the hope of further price reductions or increases in subsidies, a Gartner analyst said. Elsewhere in mature markets, however, sales of replacement handsets ensured strong results.

During the quarter market leader Nokia suffered a decline in market share from the second quarter of 2003, although it rose from 28.9 per cent in the first quarter of this year to 29.7 per cent. “Nokia's price cuts gave it a small gain in market share compared to the first quarter, although the average selling price of its handsets fell in the second quarter,” the analyst explained.



### Optus integrates mobiles to music portal

Optus has negotiated access to content from MTV, which it is offering through the MTV Mobile service. A function of the service allows users to order full-length music downloads from their mobile phones, a spokesman said. [www.optus.com.au/mtvmobile](http://www.optus.com.au/mtvmobile)

## The Stock Watch Week ended September 3

Company	ASX code	End of week	Start of week
↓ Adult Shop	ASC	0.07	0.074
↓ Allied Tech	ATZ	0.38	0.405
↑ Ambition	AMB	0.46	0.44
↓ Cape Range	CAG	0.034	0.036
↓ Catuity	CAT	0.42	0.46
↑ Commander	CDR	1.79	1.60
↑ CommSecure	CMS	0.06	0.058
→ Cosmos	COO	0.028	0.028
↑ Data#3	DTL	2.40	2.33
↑ Destra	DES	0.105	0.093
↓ eGlobal Int	EGI	0.024	0.026
↓ Emitch	EMI	0.145	0.15
↓ eServ	ESV	0.45	0.48
↓ E*Trade	ETR	1.28	1.30
↑ GoConnect	GCN	0.067	0.06
↑ GPS Online	GPO	0.056	0.05
↑ Harvest Rd	HRD	0.30	0.29
↑ Health Com	HCN	1.18	1.16
→ Hostworks	HWG	0.12	0.12
↑ Hyro	HYO	0.11	0.105
↑ IBA Health	IBA	0.63	0.58
→ ICSGlobal	ICS	0.315	0.315
↓ iiNet	IIN	2.75	2.80
↓ Infracorp	IFC	0.185	0.28
↑ IT&e	ITE	0.25	0.23
↓ IWL	IWL	0.33	0.335
↓ Jumbo	JUM	0.016	0.019
→ Keycorp	KYC	1.80	1.80
→ LookSmart	LOK	0.11	0.11
↓ Mac Corp Tel	MAQ	0.195	0.22
↑ Melbourne IT	MLB	1.10	1.08
↓ Multiimedia	MUL	0.037	0.04
↓ MXL	MXL	0.105	0.115
↓ NetComm	NTC	0.305	0.32
↓ Open Tel	OTT	0.41	0.53
↓ People Tel	PEO	0.17	0.185
→ PieNetworks	PIE	0.03	0.03
↓ Powerlan	PWR	0.033	0.034
↓ Powertel	PWT	1.14	1.25
↓ Pracom	PCO	0.014	0.018
↑ Prophecy	PRO	0.175	0.145
↓ QPSX	QPX	0.097	0.15
↑ Realestate	REA	0.82	0.80
↑ Senetas	SEN	0.085	0.076
↑ SingTel	SGT	1.96	1.85
→ Sirius Tel	SIU	0.16	0.16
→ SkyNetGlobal	SKG	0.053	0.053
↑ SMS M&T	SMX	0.415	0.405
→ SofCom	SOF	0.051	0.051
→ Solution 6	SOH	N/A	0.96
→ SP Telecom	SOT	1.65	1.65
↓ Stratatel	STE	0.12	0.125
↑ Tech One	TNE	0.63	0.62
↓ Telecom NZ	TEL	5.28	5.31
→ Telstra	TLS	4.85	4.85
↓ Travel.com	TVL	0.13	0.14
↓ Unwired	UNW	0.91	0.94
→ UXC	UXC	0.84	0.84
↓ Volante eBus	VGL	1.40	1.45
↑ Wavenet	WAL	0.295	0.285
↑ Webjet	WEB	0.055	0.052
↓ Webspay	WSY	0.025	0.03
↑ Working Sys	WSS	0.075	0.07
→ World.Net	WNS	0.15	0.15

## Aussie online advertising rises to \$300m a year

The Australian online advertising market grew 58 per cent to a total value of A\$300 million in the year to June 30, according to figures released last week by the Audit Bureau of Verification in its *June 2004 Online Advertising Expenditure Report*. The strong performance was helped by a big burst in the second half of the year, when the spend grew 65 per cent over the previous second half to a total of A\$163 million. Increased advertiser confidence was identified as the key to the increases.

There was an even split in the allocation of funds to general advertising (33 per cent of the total spend on online ads), classified (34 per cent) and search and directories (33 per cent). However, general advertising had shown the strongest growth (70 per cent) followed by search and directories (61 per cent) then classifieds (45 per cent), the report found. [www.auditbureau.org.au](http://www.auditbureau.org.au)

## Virus count continues to rise ever faster

More than 1230 viruses were released into the wild last month, the highest number released in a single month since December 2001, according to monitoring by Sophos. So many viruses are now in circulation that more than nine per cent of all e-mails circulating during August were viral, claimed Carole Theriault, a security consultant with Sophos.

Despite the large number of new viruses detected, not one of the newcomers made it into Sophos' top 10 list, Theriault noted. "In fact, the entire top 10 is made of viruses which have been doing the rounds for weeks, not months." A few "pesky" Netsky variants have been doing the rounds for weeks even though the worm's alleged author was arrested a few months ago, she added.

## — NEWS PACKETS FROM ABROAD —

Internet telephony is about to be given some real credibility when AOL launches a commercial service it has designed and is now testing in the US. The service is expected to be ready for a launch in 2005.

Microsoft is preparing to give Apple Computer some competition in the music download business after launching a preview version of its MSN Music service in the US. The beta site gives access to about half a million songs, soon to be boosted to one million, which may be downloaded at 99 US cents apiece. The release last week coincided with the release of an upgrade to Windows Media Player.

The US Government is getting itself into a lather over the Japanese Government's plan to tax users of Wi-Fi devices and high-bandwidth wireless LANs. The revenue would be used for spectrum administration and R&D, but the US claims taxes would cut demand and slow development of wireless Internet services.

In the UK GSM mobile phone network operator Orange has launched a commercial push-to-talk service after a nine-month trial. Compatible handsets are available from Alcatel, LG, Nokia, PalmOne and Sagem.

## Instant messaging makes impact on the young

Instant messaging is now used by 42 per cent of online Americans, which translates to a total of 53 million American adults, 12 million of whom admit to using instant messaging more than e-mail, according to studies by Pew Internet & American Life. In the group of people between 18 and 27 years old the use of IM was more entrenched at 62 per cent.

The studies also showed that instant messaging is more than a simple tool for chatting, having become a popular tool for self expression. "Instant messengers take advantage of customisable features, such as profiles and icons to enhance their online presence," a spokeswoman explained. "IM use at home and in the workplace will grow as creative and time-saving uses of the technology percolate through the generations."

Helping clients maximise the benefits from technology

To access our international team of specialist technology lawyers contact:

Anne Trimmer 02 9921 4040  
anne.trimmer@minterellison.com

Oliver Barrett 03 8608 2986  
oliver.barrett@minterellison.com

[www.minterellison.com](http://www.minterellison.com)

MinterEllison  
LAWYERS

## >> FITT Lunch – Women and Entrepreneurship

What an Opportunity! Let's discuss what makes a great entrepreneur? Hear from **SALLY ERNST** who was involved with WebCentral from the beginning, one of Australia's most successful young IT companies and **Fiona Pak-Poy** who works with entrepreneurs every day in her role as a venture capital investor of young ICT businesses. Our speakers will outline what are the essential ingredients to build a business and give their view on how entrepreneurship is found and fostered.

**Date:** Friday 10th September 2004

**Time:** 12–2pm

**Cost:** \$70

**Venue:** Universities & Schools Club, 80 Phillip Street, Sydney

**Speakers include:** **FIONA PAK-POY**, Investment Manager, Innovation Capital and **SALLY ERNST**, Principal, Sally Ernst Consulting

To register visit <http://www.fitt.org.au>

## >> Communication Research Forum

**Date:** 29–30 September, 2004

**Venue:** Old Parliament House, Canberra

The annual Communications Research Forum (CRF) draws together researchers, key industry players and policy makers in a multi-disciplinary environment to consider communications policy and research in Australia.

**Speakers include:** **DIMITRI YPSILANTI**, Head of the Telecommunication and Information Policy Section of the OECD, and **STEVEN S. WILDMAN**, Professor of Telecommunication Studies at Michigan State University

**Visit:** [www.crf.dcita.gov.au](http://www.crf.dcita.gov.au), email [crf.mail@dcita.gov.au](mailto:crf.mail@dcita.gov.au) or phone (02) 6271 1333.

## >> ICT Outlook Forum 2004

A national forum promoting industry and research collaboration

**Date:** 7–8 Sept. 2004

**Venue:** Australian Institute of Sport, Canberra

**Information and registration:** [www.ictoutlookforum.com.au](http://www.ictoutlookforum.com.au)

## >> Mobile Marketing Awards Night

**Date:** Thursday 9th September, 2004

**Time:** 6pm till late

**Venue:** Dockside, Cockle Bay Wharf, Sydney

**Cost:** ADMA Memmbers: \$90+GST; Non-Member: \$120+GST

The event covers Awards presentation and cocktail function (drinks and canapés)

**Information and registration:** [www.adma.com.au](http://www.adma.com.au)

## >> Sparks Fundraising Ball

The ACS (Australian Computer Society) Foundation Fundraising Ball to raise funds for ICT scholarships and research.

**Venue:** Shangri-La Hotel, Sydney **Date:** Saturday, October 23, 2004

**Cost:** \$225 each or \$2000 for a table.

**More info:** To make a booking contact Lisa Dunn at the ACS Foundation on (02) 9299 3666 or email: [lisa.dunn@acs.org.au](mailto:lisa.dunn@acs.org.au)

## >> VC CONNECT NSW 2004

Discover how venture capital can help your business grow. VC Connect NSW is where attendees can meet investors, learn how to win VC backing and how to evaluate the right VC firm to meet their needs. Leading entrepreneurs will provide inspiration on how to grow businesses and what is involved when you seek capital.

**Date:** Thursday 9th September 2004, 11.45am–7pm

**Venue:** Australian Technology Park, Bay 8, Locomotive Workshop, Eveleigh, NSW

**Cost:** \$200 (including GST). 50% discount for entrepreneurs and employees of public funded research institutions & start-ups

**Register** [www.slatteryit.com.au/vcconnect](http://www.slatteryit.com.au/vcconnect) or phone 02 9929 9511

### VC SPEAKERS:

**MICHAEL QUINN** *Chairman, Innovation Capital*  
**JOHN PALFREYMAN** *Past Executive Chairman, 90East Inc.*  
**KORY FAGAN** *Associate Director, TMT Ventures*  
**NICK McDONAGH** *Vice President, Deutsche Bank Capital Partners*  
**SIMON UZCILAS** *Investment Manager, Nanyang Ventures*  
**BRETT MORRIS** *Chief Executive, Neo Technology Ventures*  
**DAVID LANDERS** *Executive Director, Allen & Buckeridge*  
**SIMON POOLE** *CEO, Engana*  
**STEVE McRAE** *Director, Fultec*  
**DR STEPHEN KIRKBY** *Chief Executive Officer, Maxamine*  
**MIKE ZIMMERMAN** *Principal, Technology Venture Partners*  
**JONATHAN KELLY** *Associate, Champ Ventures Pty Ltd*  
**ANDREW ARNOLD** *Partner, Deacons*  
**JOHN PALFREYMAN** *Past Executive Chairman, 90East Inc.*  
**STEVE LANE** *Partner, CM Capital*  
**INDRANI THARMANASON** *CFO & Company Secretary, ManageSoft*  
**RICHARD WEBB** *CEO, Redsheriff*  
**CRAIG MOORE** *Investment Director, Starfish Ventures*  
**PHIL WING** *Director & General Partner, Technology Venture Partners*  
**ROB NEWMAN** *Investment Director, Foundation Capital*  
**MATT BARRIE** *CEO and CTO, Sensory Networks*  
**FIONA PAK-POY** *Investment Manager, Innovation Capital*  
**MICHAEL QUINN** *Chairman, Innovation Capital*  
**DR ROSLYN BRANDON** *Director & CEO, Genetraks Holdings Limited*  
**WARREN GARDINER** *VP and GM, Clear2Pay Australasia*

*Those interested in finding out more about advertising in the Watch or sponsoring Watch seminars can email us at [watch@slatteryit.com.au](mailto:watch@slatteryit.com.au)*



PUBLISHER OF THE WATCH UNIQUELY PLACED IN THE ICT MARKET TO ASSIST CLIENTS WITH MARKETING, EVENT MANAGEMENT & CORPORATE COMMUNICATION SERVICES

>>event management >>corporate communications >>marketing

SYDNEY: Level 1, 221 Miller Street, North Sydney, 2060 Tel • 02 9929 9511 Fax • 02 9929 4411

MELBOURNE: Level 8, 313 La Trobe Street, Melbourne, 3000 Tel • 03 9602 1313 Fax • 03 9602 3388

[watch@slatteryit.com.au](mailto:watch@slatteryit.com.au) [www.slatteryit.com.au](http://www.slatteryit.com.au)

>> **AIIA Emerging Technologies Forum – What's happening with Wireless?**

HOSTED BY DSRD

**Date:** October 7, 2004

**Time:** 4.45pm for 5pm. 5– 6.30pm Seminar; Networking 6.30–7pm

**Venue:** DSRD, Level 44, Grosvenor Place, Sydney

**To RSVP** visit [www.aiaa.com.au](http://www.aiaa.com.au) or phone 9929 9511 (Admittance is complimentary but places are limited so it is essential that you RSVP)

**Speakers:** **BILL BARNES**, MD, Australia R&D Programmes, Nortel Technology Centre, Wollongong: "Everything you wanted to know about Wireless, but were afraid to ask ..."; **MARY BRITAIN-WHITE**, CEO, Retriever: "Wireless in business – case studies"; **DAVID SPENCE**, MD, Unwired: "The last mile"; **STAN SKAFIDAS** and **ARUNA SENEVIRATNE**, NICTA: "Making Wireless secure".

>> **AIIA Annual Golf Day**

**Date:** Thursday 30 September, 2004

**Where:** Terrey Hills Country Club, 116 Booralie Road, Terrey Hills

**Cost:** \$275 per AIIA Member and guests or \$1000 per Team of 4; \$350 for Non-AIIA Members or \$1300 per Team of 4 (Includes golf clinic, green fees, lunch, on-course refreshments, BBQ dinner & drinks)

**Registration:** Phone Slattery IT on 9929 9511 or [www.aiaa.com.au](http://www.aiaa.com.au)

>> **AIIA Business Briefing: Managing Risk with Business Critical Infrastructure**

**Date:** Thursday October 28th, 2004, 7.30–9.30am

**Venue:** Taronga Centre, Bradleys Head Road, Mosman

**Cost:** \$60 for AIIA Members and their guests; \$90 for Non-Members

**Register:** visit [www.aiaa.com.au](http://www.aiaa.com.au) or phone 9929 9511

**Speakers:** **JEFF OLSSON**, Executive General Manager, Production Services, Australian Stock Exchange; **ROB KELLY**, Managing Director, Global Switch Asia-Pacific

>> **AIIA Spotlight on David Miller, Vice President and Managing Director, Dell Australia and NZ**

**Date:** Wednesday 22nd September 2004, 5.30–7.30pm

**Venue:** Hudson Global Resources, Level 12, Angel Place, 123 Pitt Street, Sydney

**Cost:** \$40 for AIIA members; \$60 for non-members

**Register:** visit [www.aiaa.com.au](http://www.aiaa.com.au) or phone 9929 9511

>> **Australian Technology Park Open Day**

*Come and meet the people who are transforming your future*

**Wednesday October 6, 2004** For full details including a program of presentations visit – [www.openday.atp.com.au](http://www.openday.atp.com.au)

>> **ACS September Branch Forum**

INFORMATION RISK MANAGEMENT – GLOBAL TRENDS AND AN AUSTRALIAN PERSPECTIVE

**Speaker:** **EDGE ZARELLA**, Global Partner in Charge of KPMG's Information Risk Management Group

*Edge will provide an insight into the global information risk management trends, with particular reference to Asia-Pacific and Australia. The role of risk management in ICT investments and emerging trends in managing these risks based on business needs will also be covered in the presentation.*

**Venue:** Lv 60 Governor Phillip Tower, 1 Farrer Place, Sydney

**Date:** 28 September 2004, 6.00pm–7.30pm

**Cost:** ACS Members Complimentary, Non-Members: \$20.00

>> **AIIA Business Briefing – 2005 and Beyond**

**Date:** 9 December 2004, 7.30am–9.30am

**Venue:** Taronga Centre, Bradley's Head Road, Mosman

**Cost:** \$60 for AIIA Members and their guests; \$90 for Non-Members

**Register:** visit [www.aiaa.com.au](http://www.aiaa.com.au) or phone 9929 9511

*What will be the hot issues for the IT industry in 2005? Our speakers will review where things are at and give us their perspective of where we are going. What will be the technology and business drivers going forward? This Business Briefing, the last for 2004, will be an ideal opportunity for you to reflect on how things have changed, are changing and will change for your business and your industry.*

**Speakers:** **ANDREW BARKLA**, Vice President and General Manager, Unisys Asia Pacific; **JOHN GRANT**, Managing Director, Data#3 Ltd; **JIM HASSELL**, Managing Director Australasia, Sun Microsystems P/L; **KATE VALE**, Managing Director, Google Australia

>> **2004 Information Economy Christmas Events**

*Come and celebrate the end of the Year! These events create amazing opportunities for people to come together from across the Information Economy. With gorgeous venues, crowds and atmosphere these are events not to be missed! The Information Economy Christmas parties will be a great time to meet new and old friends, colleagues and business associates. The leading ICT associations support these Xmas events for Australia's Information Economy companies. These unique events will be held in Melbourne and Sydney providing attendees with a wonderful opportunity to network across the ICT space.*

**Cost:** \$40 (including GST) Finger Food and Drinks are provided

**SYDNEY:** Wednesday 1st December 2004, 5.30–8.30pm

Greenwood Hotel, North Sydney

**MELBOURNE:** Thursday 2nd December 2004, 5.30–8.30pm

Wine Bar, Federation Square, Melbourne

**Register:** [www.slatteryit.com.au/xmas](http://www.slatteryit.com.au/xmas)



PUBLISHER OF THE WATCH UNIQUELY PLACED IN THE ICT MARKET TO ASSIST CLIENTS WITH MARKETING, EVENT MANAGEMENT & CORPORATE COMMUNICATION SERVICES

>>event management >>corporate communications >>marketing

SYDNEY: Level 1, 221 Miller Street, North Sydney, 2060 Tel • 02 9929 9511 Fax • 02 9929 4411

MELBOURNE: Level 8, 313 La Trobe Street, Melbourne, 3000 Tel • 03 9602 1313 Fax • 03 9602 3388

[watch@slatteryit.com.au](mailto:watch@slatteryit.com.au) [www.slatteryit.com.au](http://www.slatteryit.com.au)