

TOOLS of the TRADE



DROID RAZR

The Motorola DROID RAZR is the thinnest 4G LTE smartphone to date, but it's durable. The back features a KEVLAR covering, and the display is Gorilla Glass. The actual thickness is 7.1mm or less than 1/3 of an inch. The 4.3-inch display is a Super AMOLED with a wider range of colors than most LCD HDTVs. Powered by a dual-core 1.2GHz processor, it also has 1GB of RAM, 16GB of ROM, and an additional 16GB microSD card installed in its auxiliary slot. The battery provides up to 12.5 hours of talk time and up to 8.5 days' stand-by time. The rear-facing camera is 8MP that can shoot HD P2P

video, and it features 8X digital zoom and automatic focusing. The front-facing camera is 1.3MP with 720 pixels HD video capture. The RAZR runs on the Android 2.3.5 Gingerbread platform and is Android 4.0 (Ice Cream Sandwich) upgradable. The carrier is Verizon, and the phone functions include speakerphone, caller ID4 (picture and ringer ID), advanced speech recognition functions, auto redial, call waiting, and conference calling. More information at www.motorola.com

Lantronix xPrintServer

Lantronix xPrintServer is a wireless printing solution for the iPad and Apple devices running iOS 4.2 or later, including iPhones and iPod Touch. It's about the size of an iPhone, and you plug it into a router, switch, or hub on your network with an Ethernet cable, and the xPrintServer identifies any and all printers on the network and sets up the required

drivers for each. It will support seven to 10 printers on the same subnet. Once connected, the printers appear on the iOS devices and are available for printing. The xPrintServer supports more than 4,000 printers including models from HP, Brother, Epson, Canon, Dell, Lexmark, and Xerox. As new printer brands and models appear, Lantronix has agreed to post updates on www.Lantronix.com for the correct drivers. The xPrintServer will be available from Lantronix this month, and in Q1 2012 it will be sold on Amazon, NewEgg, Buy.com, MacMall and other online retailers.

Muzetto Bag

The founder of WaterField bags is a former bike messenger, and he has incorporated his own experience into the design of many of the WaterField bags and cases. All are manufactured in the company's home town, San Francisco. The Muzetto™ bag is one of its most popular styles. It sold out for the holidays, and orders are now being taken for shipments the middle of this month. The bag comes in five sizes for

any kind of portable electronic devices from the eReaders in the Personal Muzetto (10.5" × 8.5" × 1.5" / 1.3 lb.) to the 15-inch Laptop Muzetto (15.5" × 11.75" × 2.7" / 2.9 lb.). The 10-inch Portable model (11.5" × 9.3" × 2.0" / 1.8 lb.) is the right size for tablets, eReaders, and netbooks and for the iPad inside the WaterField iPad Smart Case or Ultimate SleeveCase. Vertical-style bags, all have a front leather flap that isn't affixed with snaps or Velcro. It lifts away with no effort and covers the entire front of the bag when in place. Beneath the flap there's a nylon cover, and there are three compartments—two in the front and one open pocket in the back. The leather flap is available in black or brown, and there are six accent colors beneath. The main compartment is lined in a gold-color fabric so you can actually see inside the bag. www.sfbags.com

Mobile Security

Trend Micro's Mobile Security, Personal Edition, protects Android smartphones and tablets against malicious apps, Web threats, and loss. It accomplishes this with three



TECH FORUM

From 1768 to Tomorrow

By Michael Castelluccio, Editor

The oldest English-language encyclopedia still in print, the *Encyclopaedia Britannica* (1768-2012), released an iPad app in October that adds one more layer to its current offerings of printed version, DVD, Web, and now mobile/tablet.

Back in the 1990s, the future of the storied publication was anything but clear. Some thought this encyclopedia of encyclopedias, born 244 years ago in Scotland, had finally reached the end of the line. No longer relevant, and still so expensive that it was sold to most customers on an installment plan, many thought there was no way it could survive that other crazily expanding collection of all human knowledge, the Internet. Then when Jimmy Wales showed up in 2001 with some kind of crowd-sourced project called Wikipedia, most seemed willing to shut the book, figuratively and actually.

But *Britannica* struggled through its own adjustments to the new “free” economy online, decided against an early decision to go public, and somehow survived phenomenal competition from Wikipedia, the sixth-most-visited website on the Internet. According to Alexa, the Internet-tracking analyst group, the top 10 websites in the U.S. are Google, Facebook, YouTube, Yahoo!, Amazon, Wikipedia, eBay, Twitter, Blogspot, and Craigslist. The top-10 list worldwide also has Wikipedia in the sixth position.

In order to survive, *Britannica* ported its shelf-long mass to the slipstreams of the worldwide network, and it reduced its selling price to very close to Wikipedia’s impossibly competitive no charge at all.

On its website, *Britannica* admits, “Today, the company is primarily a digital publisher.” It was a struggle, but the shift actually began quite a while ago. In 1981, they offered the first digital version of the encyclopedia. In 1989, the first multimedia CD-ROM encyclopedia, and, ultimately, in 1994 *Britannica Online* was launched as the first encyclopedia on the Internet. The most recent development took place October 26, 2011, when the company released its iPad app.

continued on next page



functions. There’s a full anti-malware suite of protections, and the App Scanner checks all downloaded applications and blocks infected ones from installing and stealing your personal information. Security is provided when you’re on the Web, make calls, or text, so unwanted calls and text messages are blocked and inappropriate websites quarantined with a Parental Controls service. If you lose your mobile device, there’s a personal web-

site set up to help you locate your device on a map. If it’s someplace you can get to—say you left it at the office—you can retrieve it. If it’s in your own vicinity, you can have an alarm set off to help you locate it. If you can’t retrieve it, you can lock it. If the locator on the site can’t find it, the service can remotely wipe clean all the personal information on the device. A 30-day free trial is available at www.trendmicro.com.

TREND MICRO Securing Your Journey In the Cloud

Trend Micro
Mobile Security Personal Edition
The best protection for your mobile digital life

Protect your Android™ device from less, malicious apps, and web threats with Trend Micro™ Mobile Security Personal Edition, a trusted security leader for 20+ years. Trend Micro blocks five billion threats daily for over 100 million customers worldwide.

Mobile Security. It's getting personal.
Smartphones and tablets contain some of our most precious memories and personal details, including access to financial transactions, and in some cases, air-never control access to our homes, vehicles, and other secure places.
Cybercriminals have taken advantage of the sheer volume of personal computers and recently developed it now threats every second. With the sharp growth in smartphones and tablets, the hackers are more aggressively attacking these devices and your information with a new range of malicious threats.

TWO BOOKS

Today, when most people think of encyclopedias, the names most likely to come to mind are Wikipedia and *Britannica*. Ironically, neither is really a book. The descendant of the original three-volume Scottish set is now the product of a self-professed “digital publisher,” and Wikipedia was never a book.

Early on, Wikipedia had to work to establish credibility, but now, even though its articles aren’t signed like *Britannica*’s, the pieces are often written by experts in the field, and the vetting by many editors is a never-ending process. In fact, many articles will include warnings such as “This article needs documentation” or “This article reads too much like a promotional piece.” But as a voluminous resource, there’s no match for Wikipedia’s 17 million articles in more than 270 languages. The traffic to the site is about 400 million visitors a day.

The *Encyclopaedia Britannica* began with solid credentials built on a reputation cultivated over centuries. And according to its Chief Marketing Officer Greg Barlow, “[it] has seen consistent growth for the last eight years.” A recent *Chicago Tribune* article pointed to an unusual trend for the company—advertising revenues on its websites (*Britannica* and Merriam-Webster) that have doubled in the last three years. The traffic, combined from the two sites, is about 40 million visitors each month. Alexa ranks the dictionary site 280 in the U.S., and the encyclopedia site is 4,142.

Today, you can still buy a brand-new set of the *Encyclopaedia Britannica*, 32 volumes, for \$1,395. You can also get a replica of the three-volume original 1768 edition for \$195. But the editions that are keeping the legacy alive are digital. There’s a whole catalog of DVD offerings at the *Britannica* Store online and two subscription plans that tap revenue streams from the network flowing through Internet servers. You can sign up for a *Britannica* website subscription for \$70 a year, and there are a number of other plans that include special learning programs for kids at other rates. The iPad version is \$1.99 a month, or you can start with the free access that will give you 100 featured articles and the first 100 words of all the articles in the system.

SEE ALSO

The first great encyclopedia, Denis Diderot’s 1751 work, began with a simple premise. The book would be a collection of articles about science, the arts, and the work of common craftsmen as well. Diderot insisted that it “should encompass not only the fields already covered by the acad-

mies, but each and every branch of human knowledge.” The idea was revolutionary. Put into the hands of everyone the collected knowledge of as much of the culture as possible in condensed, manageable articles. Predictably, within a half-dozen years of the publication of the first volume, there were calls by political, ecclesiastical, and other authorities to ban the work.

Today, encyclopedias are hardly seen as seditious. In fact, they had actually become dated and sort of “old school” until Wikipedia recharged the format with volumes of very current information on technology and science as well as the arts and history. Want some background on the Higgs boson particle that was recently in the news related to some experiment with an accelerator overseas? Start at http://en.wikipedia.org/wiki/Higgs_bosun.

With its new iPad app, the *Encyclopaedia Britannica* has demonstrated its own solid grasp of what you can do with information online, which just can’t be duplicated on paper.

Printed encyclopedia articles typically end with a list of other related articles. This represents an attempt to broaden the information presented. Put text online, and the flexibility of links and endless editing present an entirely different organization of the material.

If you look at the *Britannica* home page, there’s a background image and captioned information in black that change every day. There’s a “This Day” section on the bottom right that links out to a section that catalogs all the major events of the day along with illustrations and further links for more information on those events.

Fill in a search term. The “Higgs boson particle” will take you to a 500-word explanation of the hypothetical subatomic particle. At the top right of the page is an interesting LinkMap button that serves as a “see also” function. It opens a map of six thumbnails around the central Higgs particle. They are direct links to articles on gluons, quarks, WIMPs, and others. Tap on any one of these, and it will open up an additional branching map of its related articles—the gluon has 10 links. You can tap to go to the articles or grab and move the pieces of the map(s) to accommodate larger maps.

Your sessions are noted, and you can view “My *Britannica*” anytime to see recently viewed searches and a list of saved articles and/or favorites. This is definitely not your great, great, great Scots uncle’s *Britannica*. It took a while to make the adjustments, but the iPad *Britannica* is clean, simple, and fully wired. Even the logo thistle is animated to count off the download’s progress. **SF**