The evolution of the Internet from a command line/text only network for academic hackers into a point-and-click graphic environment mirrors the move from MS-DOS to Windows.

On-line publishing succeeds because it fulfills the basic human needs of communication, information and shopping.

JACK POWERS is director of the Graphics Research Laboratory and publisher of ELECTRIC PAGES, an interactive fax, audiotex and Internet journal on the future of publishing in the Information Age. He consults on publishing and new media technologies with commercial, corporate and government publishers in the U.S., Europe, Asia and South America. The author of six books and numerous videos on computers and print, Jack's articles appear in *American Printer, Computer Pictures, Editors Only, Folio, France Graphique, LAN, Micro Publishing News, Multimedia PC World, PRE-, Prepress Asia, Publish, Publishing & Production Executive* and other publications; the moderator of the Prepress Asia and Asia Print/Singapore conferences, he lectures at many international conferences including the Berlin DTP Congress, Imagerie Electronique, Norske Fagpresses Forening and Multimedia Canada. He has served as a director or advisor to the National Composition & Prepress Assn, the Typographers Int'l Assn, NYC ACM SIGGRAPH, the National Business Forms Assn and the Typographers Assn of New York and he is chairman of the NYC Board of Ed Graphic Arts Educational Advisory Commission.

Contact the Graphics Research Lab at 405 Fourth Street, Brooklyn New York 11215, PHONE 718-499-1884, FAX 718-499-1970, EMAIL GRLab@aol.com, INTERNET http://www.electric-pages.com.

Publishing on the Internet: the Library, Saloon and Mall

The Internet is the worldwide network of networks that is growing at the rate of three to five hundred companies per week. Thousands of corporate, government, academic and commercial publishers are developing an exciting new multimedia form that combines instant global access with one-to-one transaction capabilities for corporate communications, on-line books and magazines, on-demand music, software distribution, advertising and direct response.

THE GEOGRAPHY OF THE NET
- DARPA roots
- College-to-college links
- LAN links
- Commercial access providers
- Dial-up PPP and SLIP connections
- 14..4k, 28.8k and ISDN wires

NET USES
- Communication
- Publication
- Transaction

NET APPLICATIONS
- Email and listserv
- Newsgroups
- IRC Chat
- File Transfer Protocol
- The World Wide Web

NET STATS
- Computers and users
- Commercial sites
- Web Sites
- Commercial Web Sites

PUBLISHING APPLICATIONS
- Email
- Marketing communications
- Advertising
- Digital Direct Response
  - —catalogs
  - —On-line ordering
  - —On-line delivery

OTHER APPLICATIONS
- Administration
- Research
- Internet businesses

WWW PRODUCTION
- In-house vs outside server
- HTML coding
- GIF and JPG graphics
- Audio
- Animation
- Video
- FTP and email servers

WWW CREATIVE
- Good interactive design
- Writing for interactive media
- Illustrating interactive media
- Six benefits of new media:
  - —customization
  - —timeliness
  - —comprehensiveness
  - —searchability
  - —economy
  - —transaction

THE FUTURE OF PUBLSHING
- Litho, digital printing, fax
- CD-ROM, diskettes, PC cards
- BBS, networks, World Wide Web