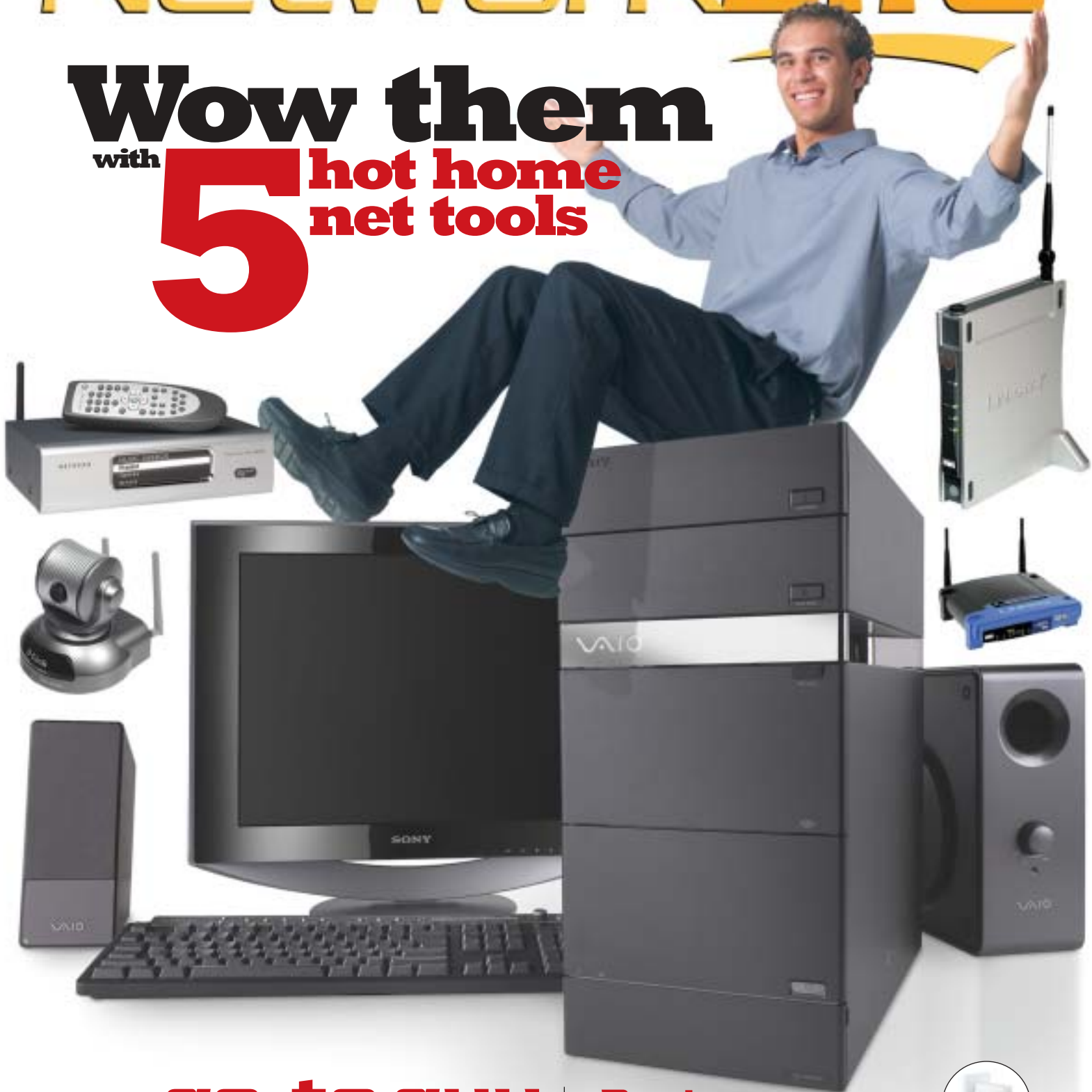


# NetworkLife™

## Wow them

with

# 5 hot home net tools



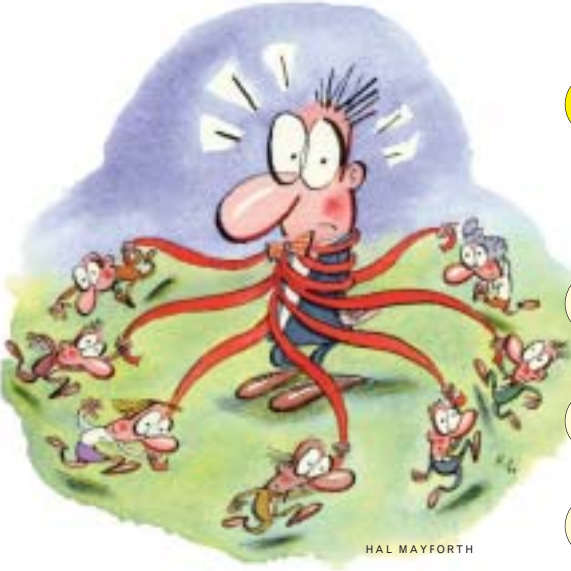
- Be the **go-to guy** without going crazy
- 10 ways to stop **spyware**

### Reviews

- Apple's AirPort Express
- Linksys' Network Storage Link
- HP's latest MediCenter



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HAL MAYFORTH

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- 10 How to be the go-to guy without going crazy**  
Networking: You make your living from it, but now that it's in the home, your phone's ringing off the hook. Being the expert, friends and family look to you for quick answers on what to buy, how to fix this or that tech problem. We show you how to manage expectations without landing in the doghouse.
- 12 10 Ways to Stop Spyware**  
We've come up with the 10 best (and cheapest) ways to stop the scumware, spyware and keyloggers.
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- 16 Sweet Things for your HomeNet**  
Hooking up a printer or laptop is boring; Here are five new devices that will take advantage of that broadband.



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Among the sweetest things for your homenet is Linksys' WPG54G. See page 15.



# From the editor

## Welcome to *Network Life!*

As a Network IT Expert you could never really leave work at work, but now that networking has invaded the home you're in even greater demand, constantly quizzed by friends, family and colleagues about everything from broadband services to wireless networks and security requirements. Everyone is turning to you for advice about what to buy, how to set it up and, of course, how to fix it. Now you know how doctors feel.

You're not alone. In a recent survey of 3,000 *Network World* readers, more than 90% reported being asked for advice about home networks.

And we're here to help.

We understand the irony of your situation. You work with high-end enterprise technology all day and when you go home your next door neighbor, your brother-in-law and your pastor all expect you to know off the top of your head whether Linksys' new media adapter works with 802.11b or 802.11g and why they don't get wireless coverage in the kitchen.

Since *Network World* is the Leader in Network Knowledge, it's natural we'd bring you *Network Life: The Expert's Guide to the Connected Home*.

In our pages, you'll find stories on the latest connected products and technologies, emerging tech trends and industry news and hands-on product tests. As the Network IT go-to guy you'll have everything you need to keep up, informed and ready to manage the home networking demands in your community. We'll have some fun along the way too, bringing you tales from the field as well as fun and games for the time you'll save by reading *Network Life*.

The *Network Life* Web site will add additional content, including buyers guides that link to e-commerce sites, virtual tours of high-end connected homes, a tech primer column and more.

Welcome to *Network Life*, your guide to the connected home.



Toni Kistner  
Editor  
*Network Life*



**VoIP** promises lower long distance and enhanced services for home network customers, but will they answer the call?

**t's fo**

■ BY KEITH SHAW

**V**oice over IP holds the promise of millions of dollars in savings for enterprises, but consumers are hoping to reap the same benefit – albeit on a smaller scale – with new products and services that will push VoIP deep into the home network space.

For example Linksys' Phone Adapter (PAP2) and wired Broadband Router (RT31P2) are aimed at consumers and small office/home office (SOHO) workers interested in telephone service over broadband. In addition to being the market leader in home networking, Linksys has an advantage in the growing home VoIP market by leveraging parent company Cisco's VoIP knowledge.

Netgear, meanwhile, last week said it would ship VoIP products with Vonage support in October. Netgear plans to ship a wireless 802.11g adapter with VoIP support and a wired adapter/router with two phone ports. No other details were available. Linksys plans to announce and ship a wireless gateway product (access point, router and voice support in one box) in a few weeks.

VoIP makes sense for many consumers and SOHOs. After they get their network installed, users are going to want to do something with that broadband connection other than just share the connection for Web surfing. Saving money through a VoIP package (Vonage's rates are very attractive compared with

the 59.1 million broadband users in the U.S. will use IP telephony. With a majority of U.S. households now having a broadband connection, the time seems right for a VoIP push (although can someone come up with a better acronym for the non-techie consumer crowd?).

There are some downsides to VoIP, and we're waiting to see if local phone companies try to take advantage of this. For example, making a 911 phone call over VoIP is like making one on a cell phone - you have to tell the operator your location and the phone number. Vonage customers have to sign up for the 911 service to work correctly. In addition, when the power goes out, so will your VoIP service, as the equipment relies on electricity (unlike your old-fashioned land line). Likewise, if the broadband connection goes down, so will the VoIP service.

The Linksys PAP2 device comes with two standard phone ports (RJ-11) and one Ethernet port that connects behind a broadband router. (Other adapters sometimes connect before the router.) The two phone ports allow for two phone numbers or a fax line, Linksys says. The RT31P2 takes the VoIP technology and combines it with a broadband router; it comes with three Ethernet ports that let you connect other devices to the system.

Both systems use Session Initiation Protocol, have Web-based configuration, support multiple voice compression methods (G.711, G.726, G.729 and G.723.1),

# Or you

local phone companies') is one incentive; having additional services that VoIP provides (enhanced services, IP-based configuration and the like) is another. One of the cooler features of the VoIP sales pitch is the ability for mobile workers to take their VoIP box with them on the road and be able to make "free" phone calls through the hotel's high-speed Internet connection.

The VoIP market for home users is just beginning. In-Stat/MDR says that by the end of 2008, 10.3% of

and support common voice features such as caller ID, call waiting, call forwarding and voice mail.

The PAP2 will cost \$59; the RT31P2, \$89. Vonage includes several service plans, ranging in cost from \$15 per month (basic service with 500 minutes) to \$50 per month (small-business plan, unlimited minutes). The bundled package is available nationwide at Staples; other retailers are planned, or you can buy one directly from Vonage.

## The magazine that hits home –

**Literally** with the tips, tricks and know-how to make possible the fully networked home. The interest in connectivity in the home is growing:

- Almost 40% of households indicate an interest in playing PC-based music and movies on any device, or recording TV programming on the PC and viewing it on the television.<sup>1</sup>
- Nearly 20 Million U.S. homes will network consumer electronics by 2008.<sup>1</sup>

According to an IDC report, “installing and maintaining a wireless network remains **problematic for most consumers**, performing such basic networking activities as printer sharing and file sharing **sits out of reach entirely** for most, and encrypting a wireless network falls under the **realm of fantasy.**”<sup>2</sup>

Faced with so many home networking options and decisions, the average consumer doesn't know where to begin. They seek out someone who does know and this typically happens by word of mouth. One family member, friend or neighbor talking to another who then recommends the Network IT Expert down the block – **the go-to guy** – who just helped them with their own home network.

As interest in home connectivity grows so does the demand for products and services and also a new demand – someone who gets it and can provide the advice and guidance to make it all work. It's time to call in a Network IT Expert, someone who knows the difference between broadband and DSL, understands the bigger issues like security and applications and is in touch with the hottest and coolest products and services that parents haven't even heard about.

We're talking about **Network IT Experts** who by day are responsible for the enterprise networks of their companies. And, after hours they are called upon by family members, friends and neighbors to “just take a look” at what's going on in the den, home office, living room and just about every room in the house today.

These Network IT Experts are the readers of *Network Life*, a new bimonthly magazine insert in *Network World* – the newsweekly bible for Network IT Executives for the past 19 years. *Network Life* is the ultimate resource for these go-to guys who are influencing the home networking decisions of millions of people.

Recent research into the after work hours of Network IT Experts indicates that they are the **primary influencers** of the home network decisions of family members, friends and neighbors. With **15 Million** U.S. households owning multiple PCs and broadband, this represents an unprecedented market opportunity.<sup>3</sup>

## The Network Life Reader<sup>4</sup>

### 170,000-plus early adopters of technology:

- 82% have broadband connectivity in their own homes.
- 80% have a home network.

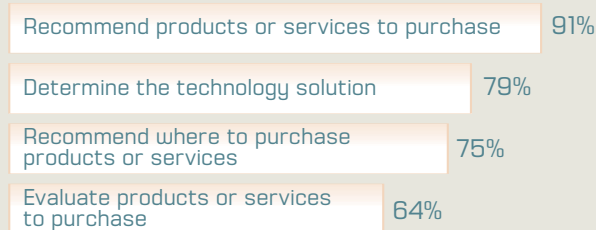
These **early adopters** are advising, recommending, assisting and ultimately **influencing a community of 850,000 people** with their home network knowledge.

- **91%** help family, friends and co-workers with advice or assistance in choosing, installing or troubleshooting home network issues.
- Help an average of **four people a month**.
- Devote **an average of four hours a month** advising, assisting, installing and troubleshooting home network issues.

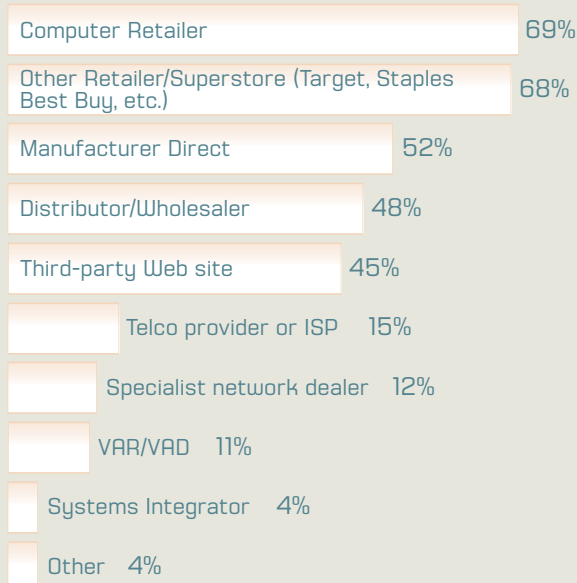
## The Network Life Reader<sup>4</sup>

### Drives the adoption of home network technologies throughout their communities.

Level of involvement among friends, family and neighbors:



Recommends purchases from these sources to their communities.

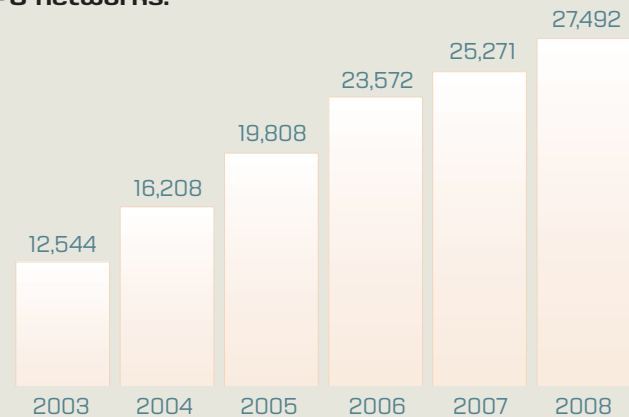


We see the *Network Life* audience at the center of a new type of Ecosystem taking shape. One that will link together “more than 1 Billion people, not just with words or voices, but with music, video, games and commerce. The **Big Bang of convergence** is likely to produce the **biggest explosion of innovation** since the dawn of the Internet.”<sup>5</sup>

Consumers are not unlike many of us who use technology at work – they also want content anytime and anywhere.

- at least 80% of households with a home data network have broadband Internet access, and
- between 50 and 60% of broadband households report having a data network.<sup>5</sup>

IDC reports the growth of U.S. households with PC networks:



*Network Life* magazine and its companion online site, [www.nwfusion.com/networklife](http://www.nwfusion.com/networklife), cater exclusively to the Network IT Experts who are advising, recommending, and specifying products and services for home connectivity. **Influence the influencers** with your ad in our inaugural issue and Web site launching November 29, 2004.

#### Sources:

1. Yankee Group Research, 2004
2. IDC Report, 3/04.
3. “The Home Network Market: Data and Multimedia Connectivity”, A Parks Associates White Paper, Kurt Sherf, 2004 Parks Associates.
4. Publisher’s Study, August 2004.
5. “The Info Tech 100: Big Bang”, Business Week, June 21, 2004.

# 2005 Editorial Calendar

Each *Network Life* Issue will cover the companies, products and services addressing home networking issues, along with product reviews, technology updates, and advice and tips for the Network IT Experts who are influencing the decisions of family members, friends and neighbors on home network purchases.

In addition to regular coverage of topics such as "How to be the Go-to Guy Without Going Crazy," each issue will shine the spotlight on specific topics uppermost on the minds of these Network IT Experts. Consult our 2005 Editorial Calendar for these topics.

## 2005 Editorial Calendar (Dates and topic spotlights are subject to change.)

<b>November 29, 2004</b> Close: October 22	<b>Five for '05: Must-have Home Network Techs</b> – The technologies and products – digital storage bins, VoIP, videoconferencing, wireless and advanced printing – that people will be asking the Network IT Experts about. <b>Broadband Revisited</b> – Advice for Network IT Experts on how to help their communities pick the right service from the growing list of plans, options and features.
<b>February 14, 2005</b> Close: January 10	<b>Keep Out! Best Ways to Secure Home Nets</b> – It's a given that home networks aren't as secure as corporate grids. A review of the products, services and options. <b>Bridging the Entertainment Gap</b> – There is still a gulf between network-based home computing and home-based entertainment resources. Integration is in the future, here's a snapshot of where we are today.
<b>March 28, 2005</b> Close: February 23	<b>Wireless Tricks (and Traps)</b> – Tips on boosting speed, extending range, securing the whole thing and new ways to use the wireless connection.
<b>May 30, 2005</b> Close: April 24	<b>The "Hot" Issue: Hottest Trends and Products</b> – Highlights of the hottest products to hit the home network and advice on which new products and trends are worth recommending and which to steer away from.
<b>July 18, 2005</b> Close: June 11	<b>Stuffing the Data Closet: Storage, Backup and Recovery Tips</b> – Some time-saving ways to introduce the community to safeguarding information and what to do when disaster strikes.
<b>September 19, 2005</b> Close: August 12	<b>Network Entertainment</b> – A look at the converging worlds of TV, home theater and online content and interactive features.
<b>November 28, 2005</b> Close: October 28	<b>Cool Yule Tools 2005 – Holiday Gift Guide</b> – Forget books or that extra pair of socks – the Network IT Expert wants some fun and useful tools for their home network. Our testing elves have the best of the best.

## Rates

### Print Ad Rates – Effective November 29, 2004 (Gross Rates)

	1x	6x*
Full Page B&W	\$11,650	\$10,235
4-Color Charge	\$6,000	\$6,000
Premium Positions – +15%		
* Charter Package – must commit to 6x placement at insertion order signing		

### Online Ad Rates – Effective November 29, 2004

#### 2-month Sponsorship Package = \$4,750 (Gross 2-month Rate)

Roadblock Banner Positioning	Advertiser Showcase	E-mail Newsletter Lead Positions
<ul style="list-style-type: none"> <li>• Leader Board 728 x 90</li> <li>• Skyscraper 160 x 600</li> </ul>	<ul style="list-style-type: none"> <li>• Ad unit offering premium home page positioning</li> </ul>	<ul style="list-style-type: none"> <li>• 50-word text message and URL within two specific technology topic newsletters, mailed twice.</li> </ul>

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