

## Broadband Updates

You may have seen in the media lately a number of stories regarding changes to the broadband connection speeds available in New Zealand. We've been asked by many of our customers how this will affect them, and what Broadband options will be available this year.

As we go to print, Quicksilver is in negotiations with Telecom regarding the UBS service. Telecom Xtra have already announced new plans offering speeds up to 3.5 megabits per second. ISPs are negotiating with Telecom right now on which speeds will be offered through Quicksilver and

other wholesale ISPs.

So what does this mean for our customers? Well, we are sure that we will have new and better plans in the coming months. Our prediction is that speeds will go up, and prices will come down, which can only be a good thing. Whilst increasing the speeds to 3.5 Mb is a good step in the right direction, Quicksilver, along with many other ISPs, feels that it is not a large enough step. It is common in many other countries for home users to have a 24 Mb Broadband connection, streaming movies, music, news,

and information at lightning speed, for around the same price as Kiwis pay now for a 2 Mb connection.

Quicksilver continues to work with ISPANZ (The Internet Provider's Association of New Zealand) to push for a better deal for New Zealand Broadband users.

We will continue to communicate with our customers through our monthly newsletter, our web site, and email updates. Keep an eye out for announcements soon.

## Coming Soon: A Whole New Phone Service From Quicksilver!

Quicksilver will very soon be launching a whole new phone service. Our new service will change the way you communicate, and free you from your fixed phone line.

You will be able to make and receive calls from anywhere in the world with access to a Broadband connection. Your fixed line phone number will reach you anywhere in the

world, whether you are traveling, in another city for study, or you just want the flexibility and freedom of a phone line that follows you anywhere. The service will include free global roaming, voicemail, call forwarding and other features.

This is communication like you've never seen it before. Keep an eye on our web site for more information soon.

*Experience is a hard teacher because she gives  
the test first, the lesson afterwards.*

VERNON SANDERS LAW

Vote for Quicksilver  
in the 2006  
Netguide Awards

[www.netguide.co.nz/webawards](http://www.netguide.co.nz/webawards)



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# How to Podcast?

## An Introduction to Podcasting

**Podcasting is the newest craze on the internet and it continues to expand on a daily basis.** Former MTV host Adam Curry and software developer Dave Winer are credited with developing podcasting. Curry wrote a program called iPodder which allowed him to automatically download internet radio broadcasts to his iPod and Winer was instrumental in promoting RSS. (Really Simple Syndication).

### **What is RSS?**

RSS allows people the ability to subscribe to their favorite blog or podcast and the information can be automatically downloaded to their computer. Subsequently, Curry and Winer devised a way to send audio files through RSS feeds.

The term Podcasting comes from "iPod" and "Broadcasting". However, you don't need an iPod in order to record or listen to a podcast. Anyone with a computer or mp3 player can listen to a podcast.

From radio talk show hosts Al Franken to Rush Limbaugh, traditional TV and radio shows are embracing podcasting. America's ABC News and CBS "60 Minutes" are available through podcasts, and NZ National Radio is also trialing podcasting at the moment,

through their web site at [www.radionz.co.nz](http://www.radionz.co.nz).

### **What is Podcasting?**

Podcasting is an audio file that you create on your computer and then upload it to the internet so other people can hear it. All you need is a computer, microphone and voice-editing program.

Anyone can podcast. It is perfect for women, men, students, and seniors. If you have something to say, podcasting is a great way to accomplish this goal.

Do you have a favorite hobby that you would like to share with others? Are you a business owner who would like to increase customers? Have you ever dreamed of being your own talk show host or disc jockey? With podcasting, all of the above things are possible.

You could have your very own podcast up and running today.

### **What do you need?**

#### **1. A Microphone**

You will need a microphone for your computer so that you can record your show. You can purchase a decent microphone at any computer store.

#### **2. A Voice-Editing Program**

Voice-editing programs allow you to record and edit your show. There are two free programs on the internet that you can use. One is called Wavepad ([www.nch.com.au/wavepad](http://www.nch.com.au/wavepad)) and the other one is called Audacity ([audacity.sourceforge.net](http://audacity.sourceforge.net)).

#### **3. Upload Show to Website**

After your show is recorded, you will need to upload it to the internet. If you have an Internet account with Quicksilver, it probably comes with some free Webspace that you can use to create a website and host your podcasts. One thing to be aware of is that your free Webspace will have a limited capacity. Audio files can very quickly use up your hosting space, so be sure to rotate them frequently (remove the old ones) and keep an eye on how much space you are using.

As you can see, podcasting is very easy to start. We are at the beginning of this roller coaster ride that will hit astronomical proportions as time goes on.

The only way to decide if podcasting is for you is to start. Take the first step and see how you like it.

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## **THE FIVE STAGES OF INNOVATION**

1. People deny that the innovation is required.
2. People deny that the innovation is effective.
3. People deny that the innovation is important.
4. People deny that the innovation will justify the effort required to adopt it.
5. People accept and adopt the innovation, enjoy its benefits, attribute it to people other than the innovator, and deny the existence of stages 1 to 4.