

The logo for 'aspadvisor' features the letters 'asp' in a bold, red, lowercase sans-serif font, followed by 'advisor' in a grey, lowercase sans-serif font. The background of the top left corner of the page is a close-up photograph of a computer keyboard, with a prominent red key that has the 'asp' logo on it.

Welcome to the March edition of the  
**aspadvisor.**

Volume1, Issue 4

March 2007

## File Sharing Folly

The internet has opened up the world, allowing almost unlimited information to be available to anyone with a modem. As speeds increase and bandwidth broadens, more data and larger files can be sent and received easily and quickly. Music and videos are now downloaded so fast that it can make your head spin – and therein lies the problem.

Much, if not most, of the available music and video is copyrighted and websites offering these files for download are often shut down by controlling authorities with the proprietors fined by the presiding law, the rightful owners or both.

As a result, this activity has gone underground. Files are shared “Peer to Peer”; with users installing applications that control the “sharing” of various segments of a file from numerous others using the same applications and doing the same thing. Because the file isn’t on a specific server somewhere, it is very difficult to trace and shut down.

### Napster Shut Down

Napster provided a platform for users to upload and download music files, which the major record labels saw as a threat to their business. In the case of A&M Records vs Napster, Napster claimed that the majority of its users were:

1. sampling music before they purchased it,
2. accessing music they had already purchased, and
3. sharing music with the permission of the artists.

The court found that uses 1 and 2 were not allowed under copyright law, and that Napster was able to control infringing behavior and therefore had a responsibility to do so.

Napster was acquired by Roxio, and now offers a legal paid service to US Residents only..

legal as it can be used to perform perfectly legal tasks, though typically it is not, and when in use

*(Continued on page 3)*

## Inside this

### Issue:

- ◆ *asp recommends: Busy Bookkeeping*
- ◆ *asp tests: Epson EMP1715 Projector*
- ◆ *Six Word Story*
- ◆ *asp Partner Profile - TJ O'Rourke & Associates*
- ◆ *Vaguely Interesting - Urawaza Tips*
- ◆ **NEWSFLASH - Don't Reset Your Router**

The logo for 'asp' consists of the lowercase letters 'asp' in a bold, red, sans-serif font.

Application  
Service Provider

55 Belair Road  
Kingswood SA 5062  
61 8 8291 5000  
apps@apps.com.au  
apps.com.au

---

## asp tests - Epson EMP1715 LCD Projector

Here's a really funky new projector from Epson that will look great at home or at the office. The Epson EMP1715 weighs in around 1.7kg, making it extremely portable & light for those who have to make presentations wherever they go. The EMP1715 is capable of projecting four different screens with different content at the same time without missing a beat. If you don't have a notebook, you can also make presentations by plugging your USB flash drive into the EMP1715's USB port, though you will need to use the supplied software to convert your files so that they are compatible and therefore able to be directly displayed from the storage device. Epson has also kindly included a wireless solution into the unit, enabling you to use the projector without having to mess around with wires.



We have noted that to directly link the projector to a laptop is a little fiddly as it requires that the laptop have the IP address manually set in the same range as the projector – a bit of a pain as there is delving into wireless properties required and a bit of mucking around, both in the beginning and at the end of it's use. We advise that a very simple, light and cheap wireless access point be included with the unit when acquiring as you can effortlessly plug all in when setting up, not change any settings – and you are done. An access point will not add much more expense, weight or volume though does enhance the EMP1715 abilities and stop the ensuing swearing when setting up for that very important presentation or when sitting down to watch a movie.

**Pros: Connects via USB or WiFi, portable, lightweight**

**Cons: WiFi fiddly on its own**

### ----- News Flash - Don't Reset Your Router -----

**In the event of an internet dropout, many Internet Service Providers will advise a reset of the router, as this is their standard procedure. This will erase all settings, causing business networks to experience further problems until the settings are restored.**

## Six Word Story

**Thought I was right. I wasn't.**

- Graeme Gibson



## asp recommends - Busy Bookkeeping

**CALL BUSY BOOKKEEPING ON 1300 650 448 FOR AN OBLIGATION FREE DISCUSSION**

The qualified bookkeepers at Busy Bookkeeping relieve you of the stress of bookkeeping. They keep the books whilst you run the business. You don't have to worry about keeping your accounts up to date or getting the BAS return done on time. The team at Busy Bookkeeping can perform the bookkeeping requirements of most small and medium sized business much quicker than the business owner or an employee because they know bookkeeping, they know the software and they know GST. So if you need the expertise of a professional bookkeeper for a day a week, a day a month or even a day a quarter contact Busy Bookkeeping on 1300 650 448.

There is a local Busy Bookkeeper in your area, wherever you are in Adelaide. They all have an extensive accounting background and have the backup of a nationwide franchise group.

Whether you have a bookkeeping mess that needs to be fixed, or an immaculate system that you would like to hand over to someone else to run Busy Bookkeeping is at your service.

### I want it - how can I get it?

The Epson EMP1715 is available from **asp** - please contact us for more info.

### File Sharing Folly

*(Continued from page 1)*

it will utilise a majority of the available bandwidth for the file sharing task, reducing the ability to do anything else internet related to that of dial-up type speeds. For any business that has to rely on the internet for it's applications or using the internet to perform tasks, it is crippling.

Now besides the fact that "torrenting" when used for the downloading of files legally owned by someone else, is against the law and that it decimates the available bandwidth, it also creates a very real security risk as it essentially allows other users to download bits of file from you, with that point of entry possibly able to be used to gain access to other data on your PC if you are not properly protected and secure. And here's the cruncher; even once you have the file, you don't really know what you've got until you open it, and when it does open, it may not be what you thought it was, or it may contain spyware or viruses. Almost makes you want to go wash your hands.

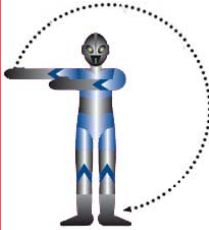
## Vaguely Interesting

**Japanese Game Shows can be useful.** One show, now in its ninth season, challenges contestants to top one another with *urawaza*, or "secret tricks," a concept that became popular in the '80s with gamers swapping tips for beating *Super Mario Brothers*. The *urawaza* might sound unbelievable, but have all been proven in front of a live audience.

**Problem:** I can't hit the high notes at karaoke

**Urawaza:** Hold a dumbbell to your chest while you sing

**How it works:** Holding the dumbbell causes you to tense the muscles in your upper body, including your vocal cords, allowing you to hit the high notes



**Problem:** I can't touch my toes.

**Urawaza:** Extend your reach by performing the Ultraman transformation maneuver, holding arms to one side, and swiveling them over your head and down to your toes.

**How it works:** The unique stretch engages your shoulder joints and lats, relaxing them and making you more flexible.

**Next month:** Not sure yet — though we are looking

## Partner Profile

**TJ O'ROURKE & ASSOCIATES**  
"PROVIDING BUSINESS ADVICE THAT WORKS"



TJ O'Rourke & Associates is a specialist in business management that provides mentoring and proven business advice to managing directors and owners of small to medium enterprises since 1998.

TJ O'Rourke & Associates offer a number of services, tailored to meet the needs of your business, including Business Mentoring, Business Planning, Business Performance Review, Cash Flow Management, Financial Reporting Management, Succession Planning, Systems and Procedure Review & Development, Workforce Planning, Performance Management & Staff Training.

TJ O'Rourke and Associates approach recognises that 'one size does not fit all' and therefore each Business Support Program is based on a thorough understanding of the needs of the individual organisation.

**asp** is proud to partner with **TJ O'ROURKE & ASSOCIATES** .