



## Announcing LightSpeed

Are you tired of big box service providers with high prices, soulless service, restrictions buried in tiny type, and long waits for tech support from the far side of the planet?

Now there is a friendly, homegrown alternative right here from New Mexico's leading locally owned Internet Service Provider. Southwest Cyberport is pleased to announce an exciting new highspeed Internet Access service: LightSpeed.

SWCP LightSpeed is a kind of **broadband** Internet access. These connections rely on a fiber-optic connection to your neighborhood, though some may use another form of DSL. This makes your LightSpeed connection much faster, more reliable and easier to use than dial-up or even other DSL. LightSpeed is an easy to use "always on" broadband service.

SWCP LightSpeed connections deliver laser-fast speeds of up to 20MB to homes or businesses. You have a choice between a wide variety of speeds and prices. Most have a downloading speed that is much faster than the uploading speed, which works well for most home and small business users. Plus, LightSpeed is available with either a money-saving yearly contract, or a convenient month-to-month basis.

### Requirements

LightSpeed is a "stand-alone" highspeed Internet access service. It will require an unused phone line without voice service. If one is not available, SWCP may bring one to your building. Most homes and businesses are wired for multiple lines already, so one is usually available.

In some cases, SWCP LightSpeed can be installed by the user, but most, including those involving your local network, will require installation by a professional technician. There are several kinds of installation set-ups available.

With an advanced modem that you can rent or purchase from SWCP, LightSpeed can link up to or provide an encrypted **Wi-Fi hotspot** of your own to surf the Web with your laptop or tablet from any room in the house.

Best of all, if you have any problems or questions about your LightSpeed DSL, **just call SWCP Tech Support**. You'll be helped by fellow New Mexicans, and never have to deal with a distant, impersonal corporation.

Call today for price and other information and a free prequalification, or check out our website:

<http://www.swcp.com/lightspeed-home/> ,

<http://www.swcp.com/lightspeed-business/> .

*It's that time of year again*

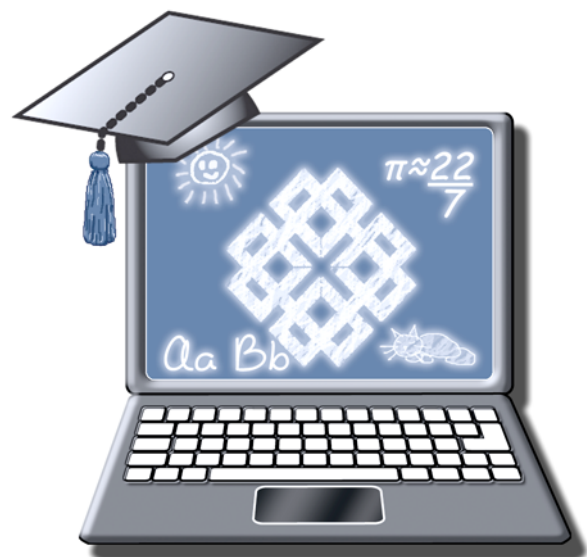
## Back to School e-Supplies

A big part of going back to school is getting the right supplies together. Nowadays, along with backpacks and the latest fashions in clothes and all the gear, there's the additional expense and worry of what computer is best for the kids. The days when that just meant having enough paper, pencils, and erasers to get by seem almost as distant as having to stock up on quill pens, foolscap, a full inkwell and a slate.

The picture is further complicated these days by rapid and quite fundamental shifts in the computer industry. Whole new categories — netbooks and tablets — have suddenly appeared seemingly out of nowhere, and **touch-surface screen technology** may be the biggest change in how we operate these devices at least since the invention of the mouse.

### Return of the slate

The individual slate tablet has returned to the educational scene, but now in a high-tech version that schoolteachers of old could not imagine. **Tablets**, such as the iPad and Kindle, are exciting new "must-have" toys, but just how useful they will be as learning aids is only starting to be determined. Eventually, tablets may become absolutely essential to education but they still have some distance to go. One problem is that all current models are far better suited for consuming material than creating anything



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new. Dedicated ereaders like the **Nook** and the **Kindle** are even more limited. They may be great for students with heavy reading lists, but perhaps less than ideal for those whose work involves much writing, creating presentations, etc. For them, a good old physical keyboard and mouse may be best.

However, a long-overdue revolution is brewing in the **textbook market**. This field has long been a huge, lucrative income-generator for both publishers and educators. It is a closed market some might call a racket, based on continuous demand for very specialized information that is frequently updated. The books tend to be therefore expensive, and as previous editions are of less value, have very limited resale value.

Various surveys over the past few years suggest that textbook prices have risen far in excess of inflation. The average cost just for a student's university textbooks now approaches a thousand dollars each year. College students, subjected to this relentless gouging at least since Gutenberg's day, finally are getting some relief. Since 2010, publishers have been banned from selling books bundled with workbooks or multimedia disks unless they also sell the textbook alone for less.

But that's nothing: **Amazon** has announced that it will **rent textbooks for students** on its Kindle reader. Students can check out the text from a month to a year. And you can keep your notes. Sites like Ebook Fling ([ebookfling.com](http://ebookfling.com)) allow you to swap, borrow or lend Kindle and Nook ebooks. This could have the potential for huge savings throughout a students' academic career.

Other booksellers offer more limited service, such as Barnes & Noble's textbook rental service that works only on special Mac or PC applications. The company claims that textbooks are not suitable for ebook readers or smartphones. Furthermore, few textbooks may be currently available in digital format yet.

At this stage, ebooks will be little more than scanned paper pages anyway. Someday soon, with the flowering of **enhanced ebooks** with a diversity of embedded media and new models of distribution, it may be a whole new ballgame.

**Netbooks**, which have been out for several years, are small laptops. Their chief advantages are their relative cheapness, small size, and light weight. However, they are often underpowered with small screens and keypads. Moreover, though designed to be portable, netbooks may sacrifice weight for ruggedness.

Portable **laptops** fill the spot just below desktop PCs, are hefty than netbooks and have more computing power. Lots of different models are currently available.

When getting a new computer, you may be able save money by avoiding the very latest model and buying one that's about to be replaced by a newer design.

If you're stuck with an old machine, SWCP may be able to help make it run as good as new. We offer *free* virus/spyware scans for members' computers, as well as affordable repair and installation services. Problems can be diagnosed, parts and new software installed, and we can even update your operating system. Call or email Tech Support for information.

## Keeping Kids Safe Online

Trying to keep your children safe from online menaces such as predators and bullies by limiting their Internet access is getting harder all the time. Smartphones can get kids in trouble online just as easily as an unmonitored PC. Even some game consoles allow Net access.

Therefore, it's more important than ever to **teach your children the rudiments of online safety**. Tell them that while it's easy to fake identities on the Net, it's nearly impossible to be truly anonymous. Emphasize that things posted on the Internet can never be "unposted" and careless words and images may return to haunt them.

Of course, talking with your kids about safety issues, staying involved, and being aware is the best defense. To help, from the National Center for Missing and Exploited Children comes this quick and simple list of useful rules for keeping your kids safe on the Internet:

### Online Safety Rules For Kids

1. I will not give out personal information such as my address, telephone number, parent's work address/telephone number, or the name and location of my school without my parents' permission.
2. I will tell my parents right away if I come across any information that makes me feel uncomfortable.
3. I will never agree to get together with someone I "meet" online without first checking with my parents. If my parents agree to the meeting, I will be sure that it is in a public place and bring my mother or father along.
4. I will never send a person my picture or anything else without first checking with my parents.
5. I will not respond to any messages that are mean or in any way make me feel uncomfortable. It is not my fault if I get a message like that. If I do, I will tell my parents right away so that they can contact the online service.
6. I will talk with my parents so that we can set up rules for going online. We will decide upon the time of the day that I can be online, the length of time I can be online and appropriate areas for me to visit. I will not access other areas or break these rules without their permission.



**Southwest Cyberport**

New Mexico's Expert Internet Service Provider since 1994

505-243-SWCP (7927) • [SWCP.com](http://SWCP.com) • [Help@swcp.com](mailto:Help@swcp.com)

5021 Indian School NE, Suite 600, Albuquerque, NM 87110