

# *Für Sie gesurft – Neue (und alte) Tipps aus dem WWW*

## *EMISA-Edition, Folge 14*

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In dieser Rubrik möchte ich Ihnen wieder ein paar Websites vorstellen, die mir in letzter Zeit selbst oder mit fremder Hilfe aufgefallen sind. Ich weise vorab wieder darauf hin, dass die Inhalte sämtlicher hier beschriebenen Webseiten urheberrechtlich geschützt sind, allerdings ist nach einschlägiger Meinung das Copyright nur relevant für die Verwendung in anderen Webseiten bzw. wenn Gestaltungselemente für andere Designs übernommen würden, was beides nicht der Fall ist. Insofern betrachte ich das Beschreiben von Seiten in der hier vorgenommenen Form weiterhin als Werbung für diese.

Diesmal fahre ich auch hier zunächst mit dem in der letzten Ausgabe begonnenen Thema **Web 2.0** fort. Noch einmal kurz zur Erinnerung: Web 2.0 bedeutet, dass das Web interaktiv und sozial wird; Nutzer ziehen nicht mehr nur Informationen aus dem Web, sondern bringen auch selbst welche ein. Ferner organisieren Nutzer ihre (bzw. die sie interessierenden) Inhalte selbst, etwa durch Tagging oder Mashups. Ein typisches Mashup, basierend auf GoogleMaps, findet man bei <http://www.housingmaps.com>. Hier kann man sich interaktive Karten anzeigen lassen, in denen Anzeigen von verfügbaren Apartments sowie Häusern (zur Miete, zum Kauf) in den USA und Kanada hinterlegt sind.


**For Rent** [For Sale](#) [Rooms](#) [Sublets](#)





City:  Price:  [Show Filters](#) [New](#) [Refresh](#)

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Drag the map with your mouse, or double-click to center.

Click on an  icon to select a city.

In each city, click on the  and  icons to see listings. You can also click the  and  icons next to each listing.

Yellow icons have pictures.

Set the price range using the drop-down menu above.

Man kann entweder auf eine der im Eröffnungsfenster gezeigten Blasen klicken oder eine von derzeit etwa 30 Städten auswählen, für welche die Auswahl sodann präzisiert wird. Mein hier gewähltes Beispiel zeigt eine meiner Lieblingsgegenden auf dieser Welt, den Nordrand von San Diego mit La Jolla und Del Mar.

For Rent For Sale Rooms Sublets

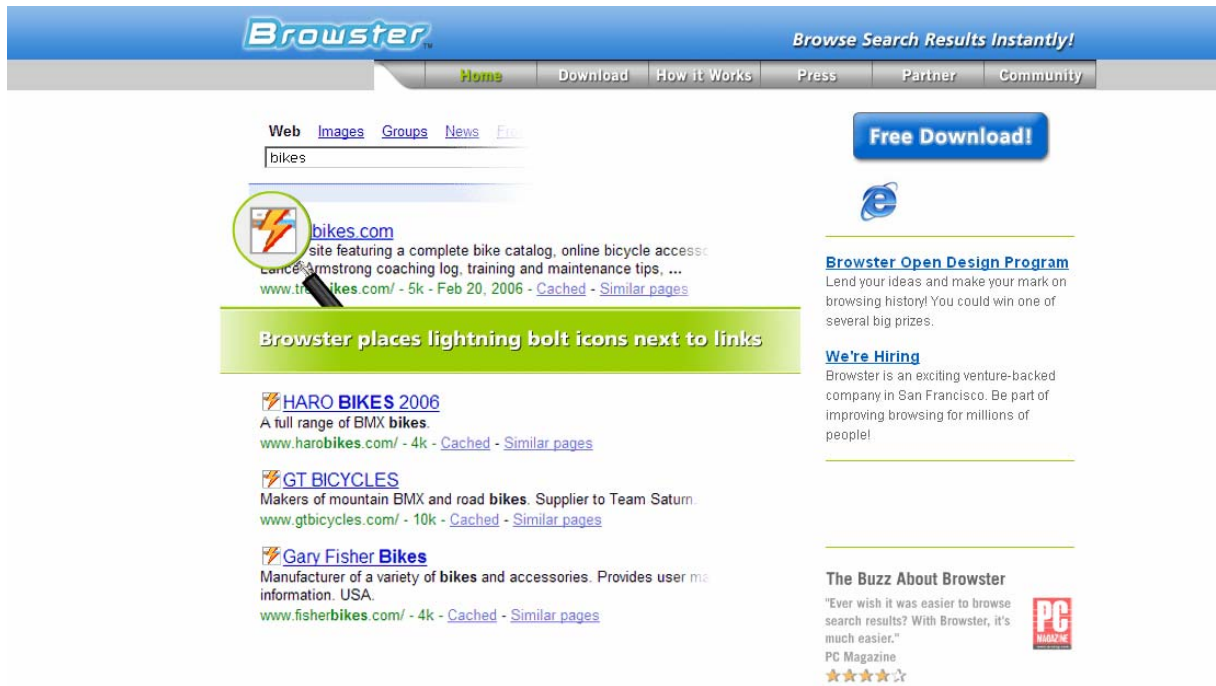
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pics	price	bd	description	city	date
	\$1925	2bd	<a href="#">2 Bedroom 2 Bathroom 60 Yards to the Beach!</a>	San Diego	6/12
	\$1700	2bd	<a href="#">1 ba house in Fletcher Hills, hardwood floors and huge deck.</a>	El Cajon	6/12
	\$1775	4bd	<a href="#">Large Home in South Chula Vista</a>	Chula Vista	6/12
	\$1600	2bd	<a href="#">2 br 2 bath beautiful Costa Verde Apartment!</a>	La Jolla Ca	6/11
	\$1550		<a href="#">Sdsu Brand New!</a>	San Diego	6/11
	\$1700	2bd	<a href="#">Carmel Valley/Del Mar 2BR/2.5BA w/2 Car Garage</a>	11988 El Cai	6/11
	\$1950	1bd	<a href="#">1BR - Loft/Condo @ M2i Bld + 2 Parking</a>	San Diego	6/11
	\$1600	2bd	<a href="#">cape cod 2 bedroom condo in poway</a>	Poway	6/11
	\$1750	2bd	<a href="#">Luxury Condo in Downtown San Diego - Walk to Petco Park</a>	San Diego	6/11
	\$1500		<a href="#">2 BR + Loft/2BA Ramona Sdce Townhouse on golf course for rent</a>	Ramona	6/11
	\$1695	3bd	<a href="#">Remodeled Townhouse overlooking Mission Bay</a>	New Blaine,	6/11
	\$1675	2bd	<a href="#">Great Location! 2 Miles To Sdsu. Very Quiet.</a>	San Diego	6/11
	\$2000	2bd	<a href="#">Large 2 BR/ 2 BA condo 5 minutes to La Jolla Shores beach</a>	La Jolla	6/11
	\$1695	3bd	<a href="#">Large House near Good schools pets ok</a>	Escondido C	6/11
	\$1650	2bd	<a href="#">2br - Beautiful Quiet. Townhouse for Rent - 2Bdr</a>	Vista	6/11
	\$1600	2bd	<a href="#">2Bedroom, 1Bath, Kitchen, Garage, Utilities included</a>	El Cajon	6/11
	\$1525		<a href="#">Huge 2Rm &amp; 2Bth in LaJolla</a>	San Diego	6/11
	\$1750	3bd	<a href="#">3 Bd/2.5 Townhouse In San Marcos</a>	San Marcos	6/11
	\$1695	2bd	<a href="#">2Bd/2BA Townhouse In Santee</a>	Santee	6/11

Hinter jeder Blase verbirgt sich, wie man sieht, eine Art Sprechblase, die eine Kurzcharakterisierung sowie einen Link zu einer längeren Beschreibung des betreffenden Objekts angibt, gelegentlich ferner sogar Bilder. Es gibt unterschiedliche Ansichten (Karte, Satellitenbild, beides), und die Karte kann direkt in ihrem Fenster verschoben werden, ferner natürlich skaliert. Europa ist noch recht dünn vertreten, der Rest der Welt noch gar nicht. Da gibt es also noch Entwicklungsmöglichkeiten, die man beobachten sollte.

Wenn nun das Web interaktiv wird, muss moderne Browser-Technologie damit schritthalten. Hier kommen meine nächsten beiden Tipps ins Spiel. Den ersten habe ich einem Hinweis der ACM TechNews vom 12.06.2006 entnommen; er bezieht sich auf <http://www.browster.com>: "Browster, offers a free supplement to Firefox and Internet Explorer that causes a small icon to appear when hovering over a hyperlink, and a preview window appears showing the page where the hyperlink leads. Unlike other preview tools, the Browster window shows the destination page in full, but disappears when a user clicks outside of it, ultimately reducing dependency on a browser's "Back" button. When a user scrolls a mouse over a list of Google or Yahoo! search results, full-page previews pop up because the software pre-fetches a page for every result. The hover feature has been so popular that users have been deploying it on sites across the Web, even though it is fastest on Google and Yahoo! results pages." Bereits auf der Eröffnungsseite wird man mit der Verwendung des Browster-Zusatzes vertraut gemacht:



Nach der Installation haben Internet Explorer und Firefox ein geringfügig verändertes Aussehen, aber Browster hält, was die Ankündigung verspricht. Im hinteren Fenster habe ich nach „soccer world cup“ gesucht; das Ergebnis enthält vor jedem Eintrag das Browster-Icon, welches beim Darüberfahren die jeweilige Seite unmittelbar (in einem neuen Fenster) anzeigt.



Im gleichen Zusammenhang kommt **KnowNow** ins Spiel. Unter <http://www.knownow.com> gibt es "a free Internet Explorer browser toolbar that provides real-time notification when new content is posted to web. You select the publishers or sites to watch and then when they update you are immediately alerted." Den Toolbar gibt es alternative auch als Deskbar, und was sich im Hintergrund abspielt, ist Folgendes: "A background service hosted by KnowNow starts monitoring your selected channels. As soon as new information is added to these channels an eLert is displayed on your toolbar or deskbar. It works for blogs, news feeds, and advanced versions can even track channels of activity inside your business. The eLerts service works with any RSS and Atom feed and an RSS reader is not required. You are simply alerted about new information as it is available, provided with a link directly back to the posted content, and you choose to view it on demand."

**KnowNow**

**eLerts** Be the FIRST to KNOW

A free Internet Explorer browser toolbar that provides real-time notification when new content is posted to web. You select the publishers or sites to watch and then when they update you are immediately alerted.

[Download KnowNow elerts](#)

It's FREE and installs in seconds!

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Managing the Information Explosion: Challenges and Opportunities, June 8th, Webinar	Phoenix Technologies Realizes Positive Partner Impact with 2-way Web	Beyond AJAX: Accelerating Web Applications with Real-Time Event Notification
KnowNow to Speak on RSS at Syndicate 2006	KnowNow, Whentech and Accius deliver up-to-the-second data to traders on the exchange floor	RSS for The Enterprise: A Primer
KnowNow RSS Service Connects Victims to the Rape, Abuse, Incest National Network	Fujitsu	Event-Driven RSS Syndication

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Technologisch basiert Web 2.0 u. a. auf AJAX (Asynchronous Javascript And XML), einem Konzept der Datenübertragung zwischen einem Webserver und einem Browser, bei dem nicht mit jedem HTTP-Request eine HTML-Seite vollständig neu geladen werden muss, sondern nur gewisse Teile der Seite nachgeladen werden. Eine Anwendung, die erahnen lässt, was uns noch alles bevorsteht, ist **ajaxWrite**, eine Art „Word für Firefox“:

the web based word processor

Tell a friend!

**Product Sites:**

ajaxWrite  
ajaxSketch  
eyespot  
ajaxXLS  
ajaxTunes  
ajaxOS

**Support Forums:**

ajaxLaunch  
eyespot

**Ajax13:**

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**Fast, Easy, Free**

Requires Mozilla Firefox browser version 1.5 or higher

**Try it Now!**

Select a server nearest you to launch on your Firefox browser now...

U.S. Launch!

Europe Launch!

ajaxWrite is a web-based word processor that can read and write Microsoft Word and other standard document formats. Anytime you need to open, read or write a word processor file, simply point your Firefox browser to [www.ajaxwrite.com](http://www.ajaxwrite.com) and in seconds a full-featured program will be available for you to open, edit, print and save.

ajaxWrite has been designed to look like Microsoft Word, making it easy for anyone to start using it without needing to learn a new program. ajaxWrite also handles all the popular document formats so it's easy to share your files and collaborate with your co-workers and friends. Once finished with your document, you can easily save your work right to your hard drive. This keeps you organized and works in the same way that you're already accustomed to.

ajaxWrite works from a Firefox web browser on any operating system and on any device, no matter where you are or what computer you're using. And because the application itself lives on the web, we handle the updates automatically so that you don't have to deal with costly upgrades or getting stuck with old versions.

„The look, feel, and functionality of Microsoft Word, in a completely web-based AJAX platform. Try ajaxWrite today, and experience first-hand how AJAX applications are changing the way the web works, and redefining the software industry. AjaxWrite is a streamlined word processor, comparable to Microsoft Word. To keep the program lean, we left out some obscure advanced features; you'll find the functions you use most often, right where you'd expect them to be. (We're still working on the spell checker.) You can import and export documents in all popular formats, including documents with graphics. The save function lets you save your work to a drive on your computer. Also, since you run ajaxWrite from your web browser, it is platform independent and can therefore be used with any operating system.” Weiteres zu ajaxWrite unter <http://www.ajaxwrite.com> sowie z. B. unter <http://www.zdnet.de/news/software/0,39023144,39142253,00.htm>.

In die gleiche Richtung zielt natürlich das kürzlich von Google erworbene wirtely (<http://www.wirtely.com>). Es ist abzusehen, dass wir in Kürze komplette Office-Anwendungen im Web nutzen können.

## The Web Word Processor

...that's [now part of Google](#).

- **Share documents instantly & collaborate real-time.**  
Pick exactly who can access your documents.
- **Edit your documents from anywhere.**  
Nothing to download -- your browser is all you need.
- **Store your documents securely online.**  
Offsite storage plus data backup every 10 seconds.
- **Easy to use.**  
Clean, uncluttered screens with a familiar, desktop feel.



Already registered with Writely?  
[Sign in here.](#)

**Let me know when I can sign up!**

E-mail:

**We have closed off new registrations** until we move Writely to Google's systems.

**Please submit your e-mail address** and we'll send you an email when registration opens back up!

- ♦ **Take a tour**
- ♦ **Find out more**

- Can I ... upload from Word? **YES!**
- Can I ... save to my desktop? **YES!**
- Can I ... publish on the web? **YES!**
- Can I ... post on my blog? **YES!**

Wer wünscht sich nicht manchmal ein zweites Leben, in welchem man von seinem ersten Leben Abstand gewinnen kann? Während die bisherige Vorstellung war, dass man mehrere Leben nur *hintereinander* haben könne, geht das dank Web 2.0 jetzt auch *parallel*; hierbei helfen Online-Rollenspiele wie z. B. <http://secondlife.com/>:

**SECOND LIFE** Your World. Your Imagination.

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MEMBERSHIPS, LAND, & PRICING  
BUY AND SELL WITH LS  
REFER-A-FRIEND

13-17? VISIT TEEN SECOND LIFE

Residents: 256,336  
Online Now: 6,552  
US\$ Spent: 239,393,000

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Harvard Business Review  
[Avatar Based Marketing](#)

Times Online  
Welcome to a

**NEW WORLD NOTES**  
Wagner James Au reports first-hand from Second Life

**Business Week**  
**Virtual World, Real Money**  
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**GIVE THE GIFT OF SECOND LIFE!**  
Buy someone you care about a Premium SL account in increments of 3 months, one year, even two years. Just go to the [gift account page](#), log in with your Resident name and

**WATCH SECOND LIFE VIDEOS**  
See our selection of [Resident-created videos](#) shot entirely within the world of Second Life.  
**THE SECOND OPINION NEWSLETTER**  
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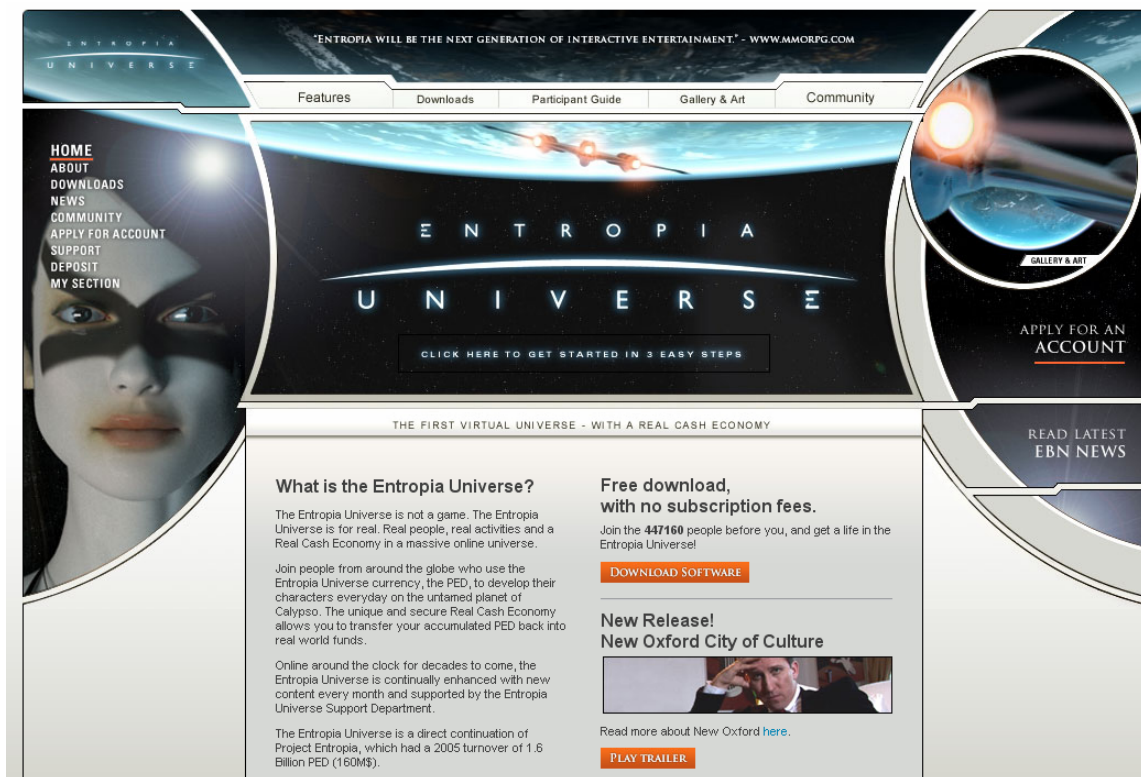
„Second Life is a 3-D virtual world entirely built and owned by its residents. Since opening to the public in 2003, it has grown explosively and today is inhabited by over 200,000 people from around the globe. From the moment you enter the ‘World’ you’ll discover a vast digital continent, teeming with people, entertainment, experiences and opportunity. Once you’ve explored a bit, perhaps you’ll find a perfect parcel of land to build your house or business. You’ll also be surrounded by the ‘Creations’ of your fellow residents. Because residents retain the rights to their digital creations, they can buy, sell and trade with other residents. The ‘Marketplace’ currently supports millions of US dollars in monthly transactions. This commerce is handled with the in-world currency, the Linden dollar, which can be converted to US dollars at several thriving online currency exchanges.”

Man legt sich zunächst einen persönlichen Avatar zu, der einen in der virtuellen Welt repräsentiert (und den man bei Nichtgefallen nachträglich ändern kann). Mit diesem betritt und erkundet man die virtuelle Welt, die flächenmäßig inzwischen auf über 20.000 Acres angewachsen sein soll. Man braucht also schon eine Karte, um sich darin zurechtzufinden, oder ein Menü oder den Kontakt zu anderen Avataren, die einem so begegnen. Neugierig geworden? Ein bisschen (überflüssige) Zeit sollte man schon mitbringen, wenn man sich auf diese Seite begibt und dort registriert ☺

Dazu noch ein Ausschnitt aus dem Newscientist Technology Blog vom 10.02.2006: „Ever wished you could give up the day job and play video games for a living instead? You're not the only one. Some people are doing it too - abandoning the real rat race to pursue a virtual fortune instead, within the online game Second Life. Second Life "citizens" can create in-game objects - including clothes, vehicles and buildings (like the "Sky Temple" pictured) - and sell them on to other players. Very talented crafters can make serious money too, hawking their wares for virtual credits that can be converted into real-world cash. As you can see from several previous New Scientist articles, the line between virtual worlds and the real one is becoming ever more blurred. If you'd like to learn a bit more about Second Life in particular, then check out the web site as well as these promotional videos created by the games' own citizens.”



SecondLife ist übrigens nicht das einzige Spiel, das auf diese Weise Geld verdient. Ein weiteres ist das Project Entropia (<http://www.project-entropia.com> oder <http://www.entropiauniverse.com>) des Schauspielers und Filmemachers Jon Jacobs, das von schwedischen Firma MindArk (<http://www.mindark.com>) betrieben wird:



“The Entropia Universe is not a game. The Entropia Universe is for real. Real people, real activities and a Real Cash Economy in a massive online universe.“ Project Entropia ist wie Secondlife ein Online-Rollenspiel mit rund 400.000 registrierten Benutzern, die harte Dollars gegen Project-Entropia-Dollars (PEDs) tauschen müssen, um untereinander Zahlungen vornehmen zu können. PEDs können auch zurückgetauscht werden, aber jeder Tauschvorgang bringt dem Betreiber eine Gebühr. Nach Aussagen von Insidern ist das ein boomendes Geschäft ...

Es sei nun aber doch bemerkt, dass es auch wissenschaftliche Projekte gibt, in denen mit Computer generierter Bevölkerung experimentiert wird. Hierzu verweise ich auf ein News Brief des Discovery Channel vom 8. Juni 2006, in dem es u.a. heißt: „Millions of computer-generated entities that live and die by natural selection could reveal how our own culture and language evolve. The software agents are part of a project called NEW TIES (New and Emergent World Models Through Individual, Evolutionary, and Social Learning), which draws on the expertise of five European research institutions to push computer simulation of artificial worlds further than ever before. The joint computer project not only reproduces individual and evolutionary learning, but also social learning. Social learning is these guys telling each other what they learn on their own. One is learning about hot and cold and another is learning about soft and hard. Understanding gleaned from such a project could advance machine learning for a range of applications. The learning software could guide exploratory or search and rescue robots that must cooperate to accomplish tasks in unknown environments. The simulation computer project could even allow policy makers to test out new laws before carrying them out in real life. The team of computer scientists, sociologists



and linguists are creating a population of millions of unique entities that have the ability to pass on life-prolonging tips to their community. In the process, they may evolve their own language.”

Zum Schluß noch etwas für die Freizeit: Auch Spielen am Computer entwickelt sich im Kontext des Web 2.0 weiter: Bei <http://www.bunchball.com> ist die Pholisophie die folgende: „Other gaming sites start with the games and then match you up with strangers to play against. Bunchball flips it around - you create a buddy list of the people you like to play with, and then start games with them! Take any of our games and put the game directly into your page! Play games with your visitors, or let your visitors compete for the best high score, or chat with them about whatever you want, directly from your page.”

**BUNCHBALL**

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**FastPlay**  
point. click. play.

**Absolutely the fastest way to play games with your friends on the Internet.**

In the time it's taken you to read this sentence, you could've started a game. Seriously.

No signup, no registration, just hit the button and go.

**start a game!**

**widgets**  
bling for your blog

**Widgets are Flash applications that you can put into your site, blog or profile page.**

There are all kinds of widgets, including games, virtual pets, chat, photo and music sharing, and more. The groovy thing about Bunchball widgets is that they let your page visitors interact with you and with each other.

**get a widget!**

**PlayDate**  
meet. play. connect.

**Meet new people and play games with them. Make time for a PlayDate!**

When you really want to get to know someone, you play together. PlayDate is your site for meeting new people and getting to know them in a fun, free, no-pressure way, by playing games with them.

**play date!**