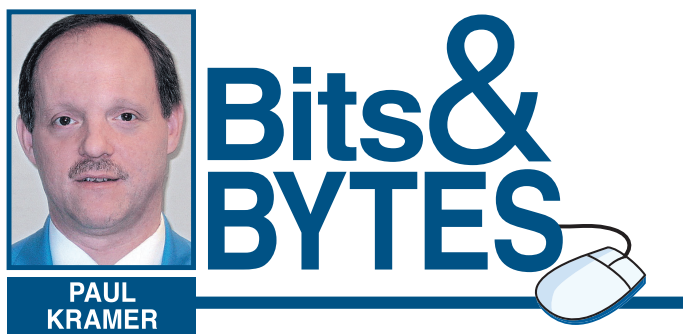


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Primus endorses Technology Futures



PAUL KRAMER

Bits & BYTES



Organization has a vital role to play in fostering innovation, company believes



Spurring investment in the Greater Williamsport area is one of the key goals of the Greater Williamsport Technology Futures organization.

That goal aligns with our mission at Primus Technologies Corp., and that is the major reason for our decision to become one of the founding members of Technology Futures.

We at Primus understand that in order for us to be successful we must have the ability to draw on local personnel that have the skill sets required for today's globally competitive electronics market.

To do this Primus utilizes both cooperative programs and internships through area colleges.

Technology Futures promotes this and other common objectives by having area companies, government agencies and colleges sitting at the same table working to understand each other's needs.

Concerns and ideas about how to further our community's technical advantages are openly debated with people who can leave the room and make things happen.

Several of these discussions have revolved around how to stop the "brain drain", the exodus of bright, talented individuals to other

areas thought to have more opportunity.

We think it's important to make sure local people fully understand what careers are available in our area, and for companies to incubate additional potential.

We are trying to reverse the brain drain by bringing back "some of our own" who have left to see what was on the other side of the hill, but are now ready to start a family and want their children to experience all of the things they came to love about the area.

The goal is to encourage "brain gain" and to create the kind of momentum that so often has been associated solely with negative trends.

Primus needs a highly skilled work force, people who understand that working smarter, not harder, is how we stay one step ahead of our competition.

The competitors we talk about today are no longer the guys down the road, but people in what we have come to know as "low cost regions" like India and China.

The key to beating our counterparts "across the pond" is the intelligent and efficient implementation of technology.

That is no small feat, and requires constant training of our dedicated work force and investment in capital equip-



MARK NANCE/Sun-Gazette

U.S. Rep. John Peterson, left, and then-U.S. Rep. Don Sherwood, middle, look on as Primus co-owner Frank Pellegrino, right, shows a magnified circuit board on employee Chuck Black's computer screen during a tour of Primus last year. Primus, a contract manufacturer of electronics, is a founding member of Greater Williamsport Technology Futures, an organization devoted to nurturing the region's high-technology resources.

ment.

Primus is spending more than \$2.5 million this year on equipment to guarantee our place in the market and the security of jobs in the area.

Our additional manufacturing capabilities are not only for today's market demands. They anticipate what the industry will require of us tomorrow.

The demands of today and tomorrow will always include quality and efficiency, and are required to play in this game. The consequences of not achieving them are dire.

The president of Primus, Jerry Sullivan, often preaches: "If your price is high but your quality is good you'll get a phone call. If your price is high and your quality is marginal, the order is gone!"

Technology Futures understands this and plans, through various member organizations, to assist companies that may not be as far down the technological learning curve.

In conclusion, the theme that Technology Futures and Primus hope you take away from this is to embrace technology in a manner that will not only

improve your company, but the overall competitiveness of our area for yourselves, your families and your children.

Primus Technologies Corp. is a contract manufacturer of electronics located in the Reach Road Industrial Park in Williamsport. Primus serves the Department of Defense and aerospace industries as well as the industrial, automotive, medical and computer/communications sectors. Kramer is the company's Director of Engineering and Technology.

Microsoft dusts off barcode technology

SEATTLE (AP) — Microsoft Corp. has finally found a taker for a colorful barcode technology the company shelved two years ago because it failed to catch on.

Microsoft said this week that the small square symbols, filled with red, green, yellow and black triangles, will appear on DVD and video game cases later this year, thanks to a licensing deal with the ISAN International Agency. Financial terms of the deal were not disclosed.

The Geneva-based organization assigns codes to movies and other works and keeps a database about each title — director, cast members, release date, for instance.

Once the group starts issuing the barcodes, studios and producers will be able to link their Web sites to that database. One day, consumers might use a digital camera to "scan" barcodes on DVD cases, in advertisements and on billboards, then be transported to a Web page to watch trailers or buy products.

Initially, the barcodes will work only with webcams and digital cameras, as cell phone cameras can't take a clear enough photo, Microsoft said. The company also said movie producers, TV networks and other content creators will have to figure out what, if anything, the consumer will see online.

Gavin Jancke, the Microsoft researcher who invented the colorful barcode, said the United States would eventually catch up with Japan, where it's common to see people snapping photos of giant barcodes posted on billboards.

Spring technology conference set for Wednesday



SUN-GAZETTE FILE PHOTO

The Greater Williamsport Technology Futures will hold its Spring Technology conference from 8 a.m. to 3 p.m. Wednesday at the Penn College Field House. This is the organization's second conference. Above is a scene from the first, last October, which brought together dozens of industry and community leaders to consider ways the region and its technology firms could nurture each other's growth. The conference costs \$30 for Technology Futures members and \$50 for nonmembers, and exhibit booth rentals are \$25. To register and find out more, visit williamsport-techregion.com/Conference_2007/index.htm.

Sony develops tiny display with four times better contrast

By YURI KAGEYAMA
AP Business Writer

TOKYO (AP) — With more people watching TV on their cell phones, Sharp Corp. is unveiling a tiny liquid crystal display that boasts four times better contrast than the best products commercially available today.

The Japanese electronics maker will begin shipping the 2.2-inch dis-

plays this fall, targeting nearly \$850 million in sales next year, company spokeswoman Miyuki Nakayama said.

Mobile phones that receive terrestrial digital TV broadcasts, which began last April in Japan, are increasingly popular, and such handsets are expected to reach a shipment of 10 million here. Global demand is also expected to grow as such broadcasts have started up in Europe and are

rolling out in the United States, Nakayama said.

"The culture for watching TV on cell phones is catching on," she said.

The new display from Osaka-based Sharp — for cell phones, digital cameras and other mobile gadgets — has a contrast of 2,000 to 1, far better than the 500-to-1 ratio today, allowing for more colorful and clearer images, according to Sharp.

Registry fee for '.org,' '.info' Internet addresses to jump

By ANICK JESDANUN
AP Internet Writer

NEW YORK — Wholesale prices for Internet addresses ending in ".org" and ".info" are going up 2.5 percent in mid-October, about the same time fees for ".com" and ".net" are increasing.

Public Interest Registry, which runs ".org," announced the increase in a letter Wednesday to the Internet Corporation for Assigned Names and Numbers, the Internet's key oversight agency. Afilias Ltd., which runs ".info," disclosed its plans last week.

The per-name fee is what PIR and Afilias collect annually from registrars, the companies that sell domain names on their behalf. Such charges are generally incorporated in the prices companies, groups and individuals pay to register names, and they apply to new registrations, transfers and renewals.

An increase of up to 10 percent a year was authorized under ICANN's latest contracts with PIR and Afilias, both dated Dec. 8. PIR and Afilias chose to increase fees by 15 cents, or 2.5 percent, to \$6.15.

The ".org" increase takes effect Oct. 18, and ".info" on Oct. 15.

Earlier this month, VeriSign Inc. announced it would increase the annual fee for ".com" by 7 percent to \$6.42, and the ".net" fee by 10 percent to \$3.85. VeriSign said the fee increases, coming Oct. 15, stem from a need to keep up with growing online use as well as threats from hackers.

PIR and Afilias did not cite a reason in their letters to ICANN.

The ".org" suffix is the world's fourth most popular domain name, and ".info" ranks No. 6, but both pale in registrations compared with ".com." The ".info" suffix was one of seven ICANN approved in 2000 in the first major expansion of Internet addresses since the system was created in the 1980s.

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