



vs E-Mail

Peter Hirsch

E-Mail as the Killer Application

- ▶ Today, Email is considered the ultimate killer app.
- ▶ More people use Email than any other program
- ▶ When it was invented, Email was considered to be useless for the masses
 - “Why would a normal person type a letter into computer and wait for a response when the telephone and normal mail already exist?”
 - The assimilation of Email into the real world amazed most pundits in 1960s

History of E-mail

- ▶ 1966–1970s email between compatible operating systems
 - Bitnet, IBM VNET, IBM Profs, DEC All-in-1, Unix mail, ARPANET
- ▶ 1971 @ symbol first used
 - Ray Tomlinson, DEC
- ▶ 1980s Personal Computers
 - Cc:Mail, Microsoft Mail, Lotus Notes, CompuServe, AOL
- ▶ 1992 Microsoft Outlook, Microsoft Exchange Server
- ▶ 1994 EarthLink
- ▶ 2004 Google Gmail Beta
- ▶ 2009 Google Gmail production

E-Mail Paid Services

- ▶ Many Different Sources of E-mail Services Today
 - Corporations
 - IBM, MSNBC, EPRI, AA....
 - Paid Mail Services
 - AOL, EarthLink, CompuServe
 - Comes with the Internet Service
 - Comcast, SBCglobal, Verizon, ATTglobal
 - Optonline, Swbell, Wowway,....
- ▶ The Disadvantage of using Paid services
 - If you switch companies or Internet Service Provider (ISP), then you could loose e-mail contacts and future mail
 - Monthly Fee



Free E-Mail Services

- ▶ Free or Partially Free Services
 - Yahoo, Google Gmail, AIM
 - GMX, InBox, FastMail,
 - Windows Live Hotmail,...
- ▶ Independent of Employer and ISP
- ▶ Gmail rated number 1 in 2010 in Reader's Choice Award:
http://email.about.com/od/freeemailreviews/tp/free_email.htm
 - Gmail — 820 (45.50%)
 - GMX Mail — 376 (20.87%)
 - Yahoo! Mail — 340 (18.87%)
 - Windows Live Hotmail — 143 (7.94%)
 - Zoho Mail — 123 (6.83%)

Most Popular E-Mail Clients January 2010

- ▶ 27.77% Outlook 2000, 2003, Express
- ▶ 16.23% Hotmail
- ▶ 14.14% Yahoo! Mail
- ▶ 8.94% Outlook 2007
- ▶ 7.30% iPhone 3.0
- ▶ 5.74% Gmail
- ▶ 4.79% Apple Mail 3
- ▶ 3.36% Apple Mail 4
- ▶ 1.54% Apple Mail 2
- ▶ 1.31% Lotus Notes 6

E-Mail Movers and Shakers Fastest Growth in 2009

iPhone 3.0	6.97%
Apple Mail 4	3.13%
Outlook 2007	2.76%
iPod Touch 3.0	0.80%
Gmail	0.43%

Benefits of Google Gmail

- ▶ Outlook and Local Storage not needed
- ▶ Cloud Storage Space
 - More Storage can be Purchased for a Reasonable Price
 - 6.7GB Free, 20GB \$5/Year, 80GB \$20/year
- ▶ Very Fast Search/Filters
- ▶ Very Good Spam Filter
 - Very few spams get through
 - No wanted mail gets spammed
- ▶ Threads Maintained if Subject is the same
- ▶ Can be Accessed from any Computer

Benefits of Gmail

- ▶ Chat Capability to other Gmail Contacts
 - Video , Voice and of course Text
 - Group Chat Available
- ▶ Google Labs for New Experimental Features
- ▶ Gmail secure: uses HTTPS by default
- ▶ Many Setting to Personalize Gmail

Gmail 2010 New Features

- ▶ New Services (2010)
 - Free phone calls in the United States and Canada
 - Low cost phone calls outside US and Canada
 - Priority Inbox
 - Sorts mail that is important mail and unimportant mail
 - Sorts unread and read mail
 - Improved Import of Mail and Contacts from other mail services