Internet Tools Shine at DEMO

ARTICLE DATE: 02.14.05

By [Michael J. Miller](#)

SCOTTSDALE, AZ—While many of the products introduced at this year's Demo conference are focused on the enterprise market (see coverage at eWeek.com), a number of companies introduced products aimed more at the typical web user—many of them free.

For instance, Cloudmark introduced its **Safety Bar for Internet Explorer.** This is a simple, free toolbar that lets you see whether the site you're visiting is trusted or not by Cloudmark's community. The aim is to help you prevent phishing and other security threats. Cloudmark changed the name of its e-mail antispam program for mail clients to SafetyBar (formerly SpamNet) in its latest release, because of a new button added to the toolbar that lets users separately identify spam and fraudulent emails; this new toolbar extends fraud detection to the browser. SafetyBar can identify web sites as safe or unsafe, and can block you from visiting phony sites. The toolbar is currently in beta at [cloudmark.com](#). It is expected to become final in March.

Pluck showed the release candidate of its free **Pluck 1.0** system for organizing web information. We've reviewed the previous betas and liked its way of creating links to your favorite pages and its RSS reader. The new version integrates the links and RSS feeds. It also gives you a new web-based way of viewing your Pluck content—synced from the client. Pluck 1.0 is available at [www.pluck.com](#).

OnFolio showed version 2.0 of its web content organizing system. Like the earlier version, OnFolio captures, and organizes content from web pages. The latest version lets users create and monitor RSS searches through a very nice RSS reader. It also offers some UI improvements to the core content-capturing and organization tools, including much faster capturing of multiple links off a single page and the ability to publish content to web sites or blogs. And now it supports Firefox. Onfolio will be available in a personal version for $29.95 and a professional version for $99.95. The beta is currently available at [www.onfolio.com](#).

Imeem showed a sharing tool designed to let your friends chat and share photos, information, and files over a secured peer-to-peer network. We recently reviewed a number of other private peer-to-peer solutions, but Imeem's developers say its tool is different because it creates a private virtual network, and thus is more secure than other solutions. The service is currently available only to invited users, but is expected to be free.

Photoleap is another tool for sharing photos with your friends at family. Again, we've seen a lot of photo sharing tools recently, but unlike most of the others, Photoleap allows you to send high-resolution photos to other people through an interface that looks just like mail and uses your existing e-mail address book (either on the Mac, or on Windows through Outlook or Outlook Express). It does require both parties to have a copy of Photoleap, though the company plans to make the basic version available free at www.photoleap.com (though with some small sponsored links in the messages). A version that supports more photos and more users will cost $29 and will be followed by a version aimed at professionals. We'll have a First Look up shortly.

When we surf the web, we often find ourselves reading lists of results, whether they're search engine results, a list of items up for auction, or even web mail. The process of looking at each result can be very tedious: Go to page, go back to results list, go to next page, and so on. **Browser** (www.browster.com) has introduced a free add-in for Internet Explorer that should make this process a lot faster. The program pre-caches search results so that you can simply mouse over an icon added next to each item on the list and immediately see the page and determine if it's what you wanted or not. Browster is ad-supported, so at the top of the destination page are a series of relevant ads. The current version of Browster works with Google and Yahoo searches and eBay auctions. Support for MSN and AOL search, Yahoo auctions, and more is promised for future versions. On any other site, you can still hover over any link and see the destination in the Browster pop-over window, which should still provide some time savings.

For more DEMO coverage, see eWeek.com's special report.