PUBLISHER'S PAGE

ou've been reading about it, talking about it, maybe even trying it. *Gear Technology* has jumped aboard it feet first and begun a voyage on the World Wide Web. Beginning with this issue, an electronic version of the magazine will be online. For those of us who still find the fax machine amazing technology, this is a great leap.

Because the World Wide Web and the Internet are part of a paradigm shift that may (will?) change the way we all do business, our Web site will be more than just a magazine. We have placed it in the context of the larger gear and power transmission industries. Our opening page links to the magazine, of course, but will open doors to far more. We have provided an Internet Buyers Guide to the gear industry, featuring gear machinery, equipment, tooling, accessories, services, gears and power transmission products. We are also providing links to the web pages of a number of important technical societies and other useful reference organizations.

This path is open in two directions. As a reader you can find information about the products and services you need online. As someone who wants to know how the Web can benefit your company, you will have the opportunity through our site to explore what this medium can do. We will be offering ways for your company to explore the advantages of advertising and displaying information on the Web at a very low cost. You can "rent space" on our site and, eventually, should you want to, create a link from *geartechnology.com* to your company's own Web pages.

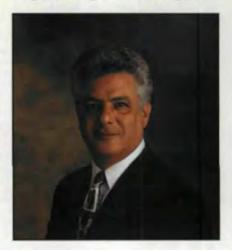
The virtual *Gear Technology* will make things simpler and faster for you. One or two mouse clicks will take you right to important parts of the magazine. We have abstracts of current articles, previews of coming features, a current technical calendar, the complete text of our popular Addendum page and, perhaps most important, ways for you to reach us directly via computer. You can subscribe, get back issues, check a complete article index and e-mail our staff directly from our site.

This is only the beginning. Like most everyone else on the Web, we're learning how to use this resource. As time goes on, and as you provide us with input about what information you need and want on the site, we will be fine-tuning it. As the technology improves (an hourly phenomenon in Web Country), we'll be upgrading too. We want *geartechnology.com* to be useful, informative, and fun—one of the sites you list in your "favorite places" file on the Net.

For this to happen, we need your input. Interactivity—the whole point of the Internet—is a two-way street. Let us know what you like and don't like; what works and doesn't; what you want and don't want; what you need and what's a waste of cyberspace. Ask us questions. Share your ideas. E-mail and fax are fastest, but we'll still be answering the phone and opening the mail. Come along on this exciting voyage with us.

(continued page 45)

OUR WEB SITE ADDRESS IS http://www.geartechnology.com



JULY/AUGUST 1996 7