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Jargon Buster to find your way through 'Geek Speak'!

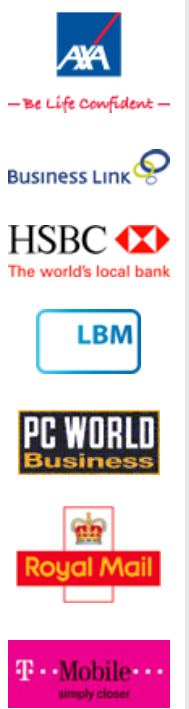
Technology is a great enabler – especially for smaller businesses to increase the effectiveness of their operations and support good customer service. However, finding your way through the minefield of technology terms and acronyms or what many now call, 'geek speak' can be a nightmare.

UK Online has teamed up with the Institute of Directors to compile this Jargon Buster to help you:

- **Bandwidth** – connection speed of the internet link
- **Blog** – an online diary
- **Broadband** – an always on, high speed internet connection
- **Browser** – software that allows you to visit websites
- **Contention ratio** – a measure of the number of subscribers sharing local internet capacity
- **Dial up** – a slow internet connection made over the conventional telephone system
- **Domain name** – a website name (eg google.co.uk – 'co.uk' is the suffix)
- **DSL (digital subscriber line)** – the technology that runs an internet link over a conventional telephone line
- **ADSL** – where A stands for asynchronous which allows faster downloading than uploading
- **Firewall** – a security wall that blocks intruders from accessing a computer or network
- **Host** – a company that hosts applications remotely, such as your website or email server
- **Hotspot** – a public wireless communications point – literally allowing access to the internet from your wireless-enabled device such as a laptop or personal digital assistant in a public place designated with wireless. Many shops, cafes and public amenities like libraries now have these hotspots
- **Instant messaging** – live, online chat where you can type messages to colleagues and friends
- **Internet** – the network of networks that connects computers worldwide
- **IP (internet Protocol)** – computing term for the communications method used on the internet
- **ISP (internet service provider)** – a company that provides access to the internet
- **Local area network (LAN)** – a network of computers in an office or other location
- **MAC (migration authorisation code)** – a code that identifies your line to enable you to switch broadband providers
- **Router** – a device that channels internet traffic to a network of computers
- **Search engine** – a website such as Google from which searches of web pages can be made
- **Server** – a computer that performs central tasks, such as collecting and distributing email
- **Virtual private network (VPN)** – a way of establishing a secure private network over the public internet
- **VOIP (voice over IP)** – transmitting voice telephone calls over the internet, on private office networks and on the public telephone system
- **Web (or World Wide Web)** – the global network of websites
- **WiFi** – wireless communication without cables, which can be in the office or at public 'hotspots' (see hotspots)

For further advice and information on the internet and how it can help your business, take look at the UK Online Internet guide developed in partnership with the Institute of Directors at ukonline.net/pocketbook.

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