



iterasi Blogger FAQ

What is iterasi and how is it different from other bookmarking services?

- iterasi is a browser-based tool for saving and archiving web pages. Think of iterasi as a personal web archive. Here Web pages are archived and indexed, and may be easily searched and shared. Pages may be saved manually or set to be saved automatically on a scheduled basis. We can import bookmarks from the browser or other applications to assure you that your Web pages will be saved in your iterasi account.
- Users have the comfort of knowing their pages are always there, a day, week or year later. This is unlike bookmarks, which often don't work over a period of time due to a variety of reasons. With iterasi, the page looks exactly like it did when the user saved it.
- Archived Web pages are indexed and easily searched. After logging-in to a personal account from any web browser, the user may view pages, organize them into folders, add notes, categorize with tags, search and then share by email or to the web.
- The iterasi button bar installs in IE7 or Firefox so that a user can save a Web page they are viewing with a single click.
- Each user has their own personal account on the iterasi servers. All saved pages are in the user's archive. It's a permanent collection, like having a library in your house. The web pages are always there. Better yet, a user can make their library public or view other archives from different people.

What is iterasi announcing?

- The Import Bookmarks feature allows a user to import and archive their existing bookmarks from Firefox 2 and 3, Internet Explorer 7, delicious ('del.icio.us') and any application that exports to the

standard bookmark format. We have also announced that iterasi imports bookmarks from the iPhone and ma.gnolia, the popular social bookmarking service.

- The Import Bookmarks feature is built on top of the iterasi Scheduler so that you can import your bookmarks into iterasi once or setup the Scheduler to archive the page on a periodic basis. This way you can continue to use any of these tools to create bookmarks and count on iterasi to maintain a permanent record of your important Web pages. In time we will add to the list of tools that we work with. Import Bookmarks is now available on all browsers/platforms we support (IE7/Firefox 2/3 on Windows XP & Vista, Firefox 2/3 on Mac OS X 10.5 and greater).

How are bookmarks imported from the iPhone into iterasi?

- Apple designed the iPhone to sync it's bookmarks to the local browser – Safari on Macs and IE7 on Windows PCs - using iTunes as the synchronization 'hub'. On the Mac, iTunes syncs bookmarks with the Safari and on Windows PCs iTunes syncs bookmarks with IE7. In this release we added support to Mac platforms to import bookmarks from Safari. So using Import Bookmarks on the iPhone involves two steps: 1) Use iTunes to synchronize bookmarks between the iPhone and the Mac (or PC). 2) Use iterasi to import the bookmarks from the browser. With this capability we are now able to Import Bookmarks from the iPhone on either Macs or PCs. Our integration with ma.gnolia is very similar to how we incorporated support for delicious.

Other recent announcements from iterasi (July 2008 release)

- iterasi is available on the Mac (OS 10.5 or higher, Intel-based and PowerPC). If you are new to iterasi, create an account and specify either Firefox 2 or 3 for the Mac. If you already have an iterasi account, just download the Mac client from <https://www.iterasi.net/Download.aspx>.
- The iterasi Scheduler allows individuals to save any web page. Any page you want to save can be done automatically once, daily, weekly or monthly. The Scheduler is great for tracking blogs, reviews, retail sites, and just about anything a user can think of. Use the Scheduler to build your own history of any Website!
- In addition to our Thumbnail embed, we added a Short URL link that allows iterasi pages to be referenced in situations where a graphical embed was impractical and a full URL was too long, such as a written journal or a tweet/microblog.

Why archive a Web page?

- The Web is the source of most of the relevant research done today. Web research is done for business, personal or recreational purposes. Before Iterasi, important Web pages were referred to by a link that pointed to a given page. The problem is that over time the links that were saved frequently did not point to what the user had intended. This situation, often referred to as 'linkrot' resulted in valuable information being lost. As the Web continues to grow in both volume and frequency of change, this problem gets worse.

Iterasi solves this problem by saving the page, as you see it in your browser – including any dynamic interaction by the user – in your personal account on the Iterasi servers. And that page will be there a day, a month or a year later, regardless of what happens on the original Web site.

What is the Scheduler?

- The Scheduler allows you to have Iterasi notarize pages on a daily, weekly or monthly basis (See Video). Like a personal WayBackMachine, the Iterasi Scheduler can be used to capture your favorite web pages. You can use the Scheduler to capture your favorite blog, retail site, journalist, and newsfeed ... any site that you want to capture on a periodic basis. The Scheduler is useful for daily sites that you don't want to miss – like bloggers and journalists – or retail sites that have great daily offers. The Scheduler is also useful for sites that you want to track over time, like a politician's site, where you may want to track the number of supporters or their 'evolving' messages, or a competitor's site, where you might want to track announcements and changes in their messaging. The uses for the Scheduler are limited by your imagination. The Scheduler also provides the underpinnings for the Import Bookmarks feature which allows you to make permanent archives of your important Web pages once or record them on a periodic basis.

What can be automatically saved with the Scheduler?

- Any Web page can be saved. The Scheduler will go out and save it automatically at the time you specify.

What time do I set the Scheduler to run?

- If you are only scheduling a few pages to be saved you can run the Scheduler any time you wish. If you are archiving a lot of pages

we recommend you set the Scheduler to run when you are not using the computer.

Why should someone archive their bookmarked pages instead of just bookmarking them in their browser?

- You never know what will happen to a Web page. The hosting site may remove the page or go away all together. If you save it as a link, the link may point somewhere else – or nowhere at all (a condition commonly referred to as 'linkrot'). It gives a sense of comfort that those pages will always be archived in the user's account as their personal library.