

Particle Physics in Geneva. The Web was originally a method of distributing text to high-level physicists across the globe. A few years later, the National Center for Supercomputing Applications (NCSA) at the University of Illinois Urbana-Champaign developed the graphics-based browser Mosaic, upon which most browsers are based today. Then the Web took a leap from being a DOS-like, text-based format to a graphical, Windows-like interface. Mosaic, provided free to anyone who wants to download it from the Internet was challenged last year by Jim Clark, ex-Chairman of Silicon Graphics. Clark conducted the commercial equivalent of a mid-night raid on the NCSA, and hired the entire development team that built Mosaic to start a company called Netscape. His Web-browser, also called Netscape, is a better Mosaic. The server software costs as much as \$5,000, but the client software is free. By the summer of 1994, Netscape had captured 18% of the market. But by late 1994, 62% of Internet users were using Netscape. This is the equivalent of a multimillion dollar marketing coup, made possible by the Internet.

Digital Equipment Corporation, which is emerging as a leader in both the development of the Internet and World Wide Web services, maintains more than 100 Web servers for internal use, using them for product brochures, organizational charts, policy handbooks, interactive training tools and links to stock quotes. In addition, they have their own public server, and they sponsor several other companies' Web services.

"The Web, by any measure is the Internet's killer application," said Tony Ritkowski, executive director of the Internet Society, a trade group. "No form of electronic communications in history has occurred on the same scale as rapidly as the Web".