

## Re: Zone Alarm Pro demanding more money.

**Source:**

<http://www.tech-archive.net/Archive/WinXP/microsoft.public.windowsxp.general/2004-06/1457.html>

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**From:** \*Vanguard\* (reply-to-newsgroup\_at\_to-email.use-Reply.obey-signature.invalid)

**Date:** 06/01/04

Date: Tue, 1 Jun 2004 14:18:58 -0500

Mike said in news:H1%uc.88939\$tb4.3561067@news20.bellglobal.com:

> *An element of common sense has to be applied to 'consumables'.. "My  
> printer uses a bunch of glossy paper and ink every time that I use  
> it".. the answer is simple.. don't print every picture that you take  
> on the digital camera, or better still, don't print any pictures at  
> all.. nobody is forcing us to print 3000 pages per month, forcing us  
> to make a bunch of unnecessary short journeys in our cars at 15mpg per  
> trip, or forcing us to use 3 million btu's of gas in our stove every  
> billing period.. all of that is 'personal' choice..*

>

> *Re. the subscriptions issue, we have a choice too.. we either pay a  
> small charge at some point in the future for continued effort by  
> somebody else taking the time and expense to help protect us, or we  
> dump the service and go pay full price for somebody else's.. the  
> original poster wants everything for free or at minimal cost, but we  
> all have to live.. maybe he should work for 5c per hour or less so  
> that the product or service that he produces can be distributed for  
> free too..*

My point is that most users still don't see subscriptions as consumables in the same way the recognize physical components, like toners and cartridges, as consumables. Anti-virus products, and similar security products, like anti-spyware and firewall products, are a bit unique in that they are the primary products that utilize subscriptions whereas most application software does not. You buy Word and you get to use it as long as you want. Those updates and patches cost money for the resources involved, too, but you don't pay for them. Those updates and patches are also in response to vulnerabilities and defects discovered after the product's release, and some of them \*DO\* relate to viruses, spyware, trojans, hacks, and in response to other malware or malcontents.

In fact, isn't the class action suit now settled against McAfee regard users that thought the product was \*perpetual\* in which lifetime updates were expected (<http://software.mcafee.com/lcas/>)?