

Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."
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Digitally Cool - Café Press

by Staff Writer & Entrepreneur,
London Wilde

CAFÉ PRESS Offers something for Everyone!

Have you dreamed of publishing *your own book*? Your own *CD*? **Have an awesome idea for a T-shirt?** Well for **0** investment, you can offer your own personal creative ideas to the world at www.cafepress.com, a most interesting and impressive website catering to the creative entrepreneur. You can sign up for **FREE**, upload your own digital art or photograph, and create a product using a vast array of Café Press's imprints. You can browse other people's products, or create your own, and purchase it from yourself for friends and family.

This is my tile coaster. >>>
Café Press features over 80 products you can customize with your own image. From T-shirts, to house wares, calendars, note cards, stamps, you name it, they have it. You can even self publish your own CD or Book! There are no minimums which leaves one pondering how they make any money, but obviously they are doing something right, with hundreds of items created by amateurs and professionals alike available for browsing and purchase.



I stumbled on this web-site thanks to my 17 year old daughter, who casually showed me her online store which carries a sophisticated selection of T's and Hooded sweat shirts offering her band's name and logo. None of the products are actually "Made" until someone actually orders it. The catalogue in each store feature Café Press's sophisticated image templates which seamlessly combine their product image with your uploaded image.

Being an artist, I decided to check it out for myself, and create my own store with a couple of items to test the waters. The first step in the process was to sign up which was easy and of course FREE. Then following the instructions, I uploaded a couple of images, and started browsing the huge selection of imprints to print my image on. I found that it was a bit tricky resizing the image to match the requirements of each item, but thankfully Café Press has extensive information on formatting specs for each of their products. They even offer a downloadable template for every product they offer! After choosing a product for your image, you can see the end result in a frighteningly realistic preview. If you are satisfied with it, you can add the item to your store, making it available to the public for purchase.

Scroll Down



Hot Diggity DOGGER!



My man

LOVES this thing! Although I don't eat HOT DOGS, I've just ordered my 4th one from Amazon because many of my family and friends do...

A steal at \$39.95, this fab invention by **Concept Electronix** is right up there with our \$38.82 Egg & Muffin Toaster by **Back to Basics**.

The Egg & Muffin Toaster combines the functions of a toaster



and an egg poacher into one easy-to-use appliance. It even heats my husband's leftover breakfast sausage! We add sliced cheese to our egg and it beautifully poaches all together. The muffin pops up at that perfect moment when the poached egg is done. Controls for specifying hardness of the egg couldn't be easier, either.

- editor

CAFÉ PRESS Offers something for Everyone! [Cont'd]

You decide on a "mark-up" which is what you receive, over and above Café-Press's minimum price for the item. They offer a chart for easy reference, with low mid and high mark-up guidelines, and the choice is up to each individual. You are limited to One design image per product type (One style white T-shirt, One style black T-shirt, etc.) for a Basic shop, which is the free version. **For \$4.99 a month you can upgrade to a Premium Shop** which offers an unlimited number of images per item type. After creating a few items, I took a look at my store: <http://www.cafepress.com/londonwilde> and thought; "Hey this is pretty cool!"

I decided to check out some other stores while I was there, and the merchandise ranged from fairly armature, to some AMAZING artists, who seem to be eeking out some success at Café Presses free site.

The prices are on the "high" side, but considering there is no minimum order, the value is quite reasonable. **This site is a wonderful opportunity for independent artists, authors and musicians**, and it reminds me of the early days of EBAY, when people discovered the opportunity to run a small business from their home. It's no wonder the **Café Press is the recipient of the 2005 Webby award**; Big snaps to the folks at Café Press, on a job well

by London Wilde

**Hot OFF the PRESSES!
For PlayStation2: Country Karaoke**

Featuring a dedicated list of **35** of the *greatest country songs* ever recorded, and licensed by America's most popular country music network, CMT Presents: Karaoke Revolution Country -- the only game made specifically for country music fans.

- You can **customize your character's body type, hair, clothes and accessories.**
- Plug in **two microphones** and **perform duets** and a variety of other fun multiplayer and party modes for **up to 8 players!**



Being announced at:
2006 CMT Music Awards
Monday, April 10th.

Karaoke Revolution was developed by Harmonix Music Systems and Published by Konami Digital Entertainment, Inc. Price at KonamiStyle online store: **\$54.99**

The information contained in Digital Times is a combination of original editorial content and information pulled from wire services, research and various online resources.



You've seen the ads - What IS it?

U.S. Digital Television, Inc. is the first "over-the-air" terrestrial digital subscription TV service in the United States. It competes with cable by offering a **\$19.95** per month alternative. **Internet** is available for an additional **\$10.00** mo.

Consumers receive the USDTV service through a VHF/UHF antenna connected to a proprietary USDTV set-top box, producing digital quality picture and sound on standard TVs. USDTV is able to broadcast its service by leasing spectrum from its television station partners in each market.

USDTV provides customers all local digital and HDTV channels and 12 of the most popular cable channels such as: Fox News Channel, ESPN, ESPN2, Discovery, TLC, The Disney Channel, Toon Disney, Lifetime, Lifetime Movie Network, HGTV, The Food Channel and STARZ!

Steve Lindsley is the Chairman and Chief Executive Officer of U.S. Digital Television, Inc. Prior to forming USDTV in Spring 2003, Mr. Lindsley was the Chairman and CEO of WOW Digital TV. Previously, Mr. Lindsley was the President of KSL-TV broadcast group (KSL TV, KCSG TV, Video West Productions, Sportswest Network) in Salt Lake City, Utah.

He also served as Chairman of DTV Utah, a LLC created by eight Utah television stations that joined together to build a state-of-the-art digital transmission facility, which currently serves one of the country's strongest terrestrial television markets.

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