

Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."  
w w w . d i g i t a l t i m e s . c o m

The United States of America



CERTIFICATE OF REGISTRATION



## 30K for Digital Times® ?

\$30,000 is the amount offered for Digital Times® 5-6 years ago. Negotiations broke down as I discovered the party interested in what I had founded was applying to the U.S. Patent and Trademark Office in an attempt to register a *competing* mark.

I won, they lost, and my invention and passion for Digital Times® remains intact.

The story of the birth of *Digital Times* is this -- while attending a 1992 SEYBOLD tradeshow in San Francisco I was inspired by publisher & editor Jonathan Seybold, who stated in his address that 'the world was going from analog to digital.' That sounded like a terrific movement to me and we became a part of '**mainstream Internet history**.'

S. Kinnaird, founding editor



## blurb.com - 'self-publishing'

reviewed by: London Wilde

Self-Publishing is on the rise, and there are several sites and methods to get your book designed, and printed. For the average person who always wanted to publish a children's book, recipe book, photo book, or wedding journal, **Blurb.com** really stands out. Uleashing your creative genius may be more of a challenge for some, lacking the technical know how, and budget for expensive page designing software. Blurb offers bookstore-quality printing, binding and covers, but best of all, provides a free book layout design tool that is easy to use, flexible, totally customizable and fun! The tool is called **Booksmart**, and works on both mac and pc.



Scroll Down for 3d & Twitter, Page 2

As someone who has designed everything from cd booklets to catalogues, I know first hand how confusing it can be when you are working with multiple pages getting printed front and back, especially if folded in half, and stapled together somewhere in the middle. You have to design pages in awkward combinations for printing such as pages 2 and 5, 4 and 13, 6 and 11, 12 and 5, 14 and 3, and only when assembled it all makes sense. What a pain!

London's review of this application is continued **[HERE](#)**.

## 3d TV

Manufacturers are pushing 3d movies and television, attempting to sell us on the promise of something cool. 3d technology is a cumbersome "ooh-ahh" experience that has been around for at least *50+ years* and it is doubtful that it will go mainstream in the homes of consumers at any time soon!

I believe the integration of 3d TV is a LONG way off -- after all, many of us finally purchased our oversized High Definition TV's and cool Blu-Ray players just last year!!!

**If you have a tendency to experience dizziness or headaches, 3d is NOT for you.**

And after three [3] alcoholic drinks, watching 3d could put you in SERIOUS cognitive trouble due to serious problems with equilibrium, including vertigo, double-vision & nausea.

A 3d TV would come with *one* set of goggles. The price range for an additional pair of 3d goggles is \$80 to \$200+ and every member of the family would require one. Having a party? When this technology becomes mainstream, I can visualize your guests **RSVP**'ing as to whether they can 'bring their own 3d glasses' as well as the standard **BYOB** [bring your own booze.]

Availability of 3d content? Well, it isn't easy to convert standard productions to 3d and the availability of programming might not grow to major levels for several years as it is much more difficult than, say, remastering analog productions into digital format.

**NetBlender**, a company that produces and develops software for creators of Blu-ray high definition media is based in Alexandria, Virginia. NetBlender is creating 3d programs on Blu-Ray discs, but has only one [1] title available.

One of NetBlender's principle products is BD Touch...software that allows iPhones and other wifi enabled hand-held devices to connect to a blue ray player, allowing media transfer between the blu-ray player and the device, so that video can be downloaded to an iPhone. Now, that *IS* C-O-O-L.

-editor

## Putting TWITTER to work for you\*

Some business owners say the idea of becoming a member of social networking tool Twitter and actually Tweeting [posting comments or content on a Twitter feed] seems downright silly. Others have been having fun and promoting their brand by tweeting short text messages of 140 characters or less.

Steven Strauss, author of *The Small Business Bible: **Everything You Need to Know to Succeed in Your Small Business*** says "Tweeting is a very valuable tool if you use it right." "Twitter is an ideal marketing tool for service-oriented businesses and retailers that wish to run promotions or highlight specials." "The trick is to establish a personal account and tweet about your business, because *business accounts* aren't really something that excites people."

So how does this work?? Members of the **TWITTER** community choose tweet topics relevant to their interests. Michael Jensen, who developed an application named **Tweetbeep** says his application *alerts a member of the Twitter Community* when someone sends a public tweet that might be of interest. A word of caution: **Some people get banned on Twitter by automating everything**, including all their posts. People don't like robots. They like real people. Social media helps with personal branding because people buy from people they like. Read the in-depth article, **HERE**.

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Digital Times®, founded in 1994, is an "ecommerce publication reporting on the development and/or availability of interactive products and services."

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