

Digital Times®

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

3-D Billiards

Nabisco World has engineered more than 50 ways for *adult kids* to have fun online. You don't have to register to play these virtual games including 3-D billiards, Ping-Pong, Big League Bash and CornHole, but if you want to be eligible for contests and sample products [Oreo cookies, for example], go ahead.

Golf Pro Matt Davidson, a big fan of Fig Newtons, has an area at the site called "Will Golf Fore Snacks."

What is CornHole? Ans: Tossing corn-filled sacks into a target. Aim your mouse, cock your virtual arm and fling away!

Nabisco's site gets 8-9 million visits / mo. and has more than one-half million registered users.

Free Concerts Around the World

Live 8 on AOL Music broke the record for unique visitors and simultaneous streams on AOL when their coverage peaked at 5,000,000 people viewing over 175,000 simultaneous streams. At the time, no live event in the history of the Internet had generated an audience of this size.

LIVE 8's simultaneous free concerts included international rock and pop artists performing in London, Paris, Berlin, Rome and Philadelphia. More information on LIVE 8 can be found at www.live8live.com.

Mighty Mouse



Positively Elegant and ingeniously designed by Apple, this \$49 usb *mouse* is PC compatible.

Mighty Mouse was specifically designed to encourage users to upgrade to the Mac OS X Tiger. Users of other operating systems *can use Mighty Mouse, but with *fewer bells and whistles. Mac OS X Tiger makes Mighty Mouse programmable, so you choose where every click takes you.*

Nimble Mighty Mouse offers 360-degree scrolling capability allowing you to move anywhere inside a document *including horizontal*, thanks to its Scroll Ball, perfectly positioned to roll smoothly under just one finger.

The Mighty Mouse has touch-sensitive technology concealed under the seamless top shell. Basically, you get the programability of a four-button mouse in a single-button design. Click, roll, squeeze and scroll.

Although PC-compatible, it won't be able to move a cursor diagonally in Microsoft Windows.

- Redbox
- Wearable Video



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For automated DVD rentals try

Redbox

a kiosk rental service hopefully, near YOU. For **\$1** you can rent a DVD for the night and return it to ANY Redbox location.

You just might find one at your local grocery store, gas station, Mc Donald's [*or elsewhere*] in: **Las Vegas, Salt Lake, Minneapolis, Hartford, Denver, Washington D.C., or Houston.**

Maybe best of all, at Redbox, there is no such thing as a late fee. Each night you enjoy the DVD is only an additional \$1.00. + tax.

Promotional Codes: [HERE](#)

To redeem promotional codes at a redbox, follow the three steps below:

1. Touch "RENT WITH A PROMO CODE"
2. Touch your DVD selection; then touch "Rent DVD"
3. Continue through the transaction

-editor

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Wearable VIDEO Vest

Wearable Video Vests are the next step in advertising, according to their creator, Floridian David Berman. 7 pound vests that are lined with television screens and portable dvd players are worn by engaging models, encouraging interesting interaction with passers-by. This gets people to notice the video message, Berman explained.



"Everybody looks, so it's a great way for these companies to get branded," Berman said. The idea came to him nearly two years ago, when Berman, a freelance television producer, wondered what a mobile, interactive television could do for advertising.

"It takes television to another level," he said. He put a few units on the streets of Miami recently but Berman is counting on his Las Vegas gig, 30 days of advertising the online casino site Golden Palace, to take his idea to the next level.

"I looked at Vegas because this is a city of innovation where (people) are always working to build something better and be the best," Berman said. "(The vests) will change the way everything's done here."

Typically, resorts and businesses advertise via giant LCD screens along the Strip. But because there are so many different messages, they tend to run together and fail to truly reach the target audience, Berman said. That's why he thinks his video vests are better; they're at eye level.

Las Vegas Strip strollers did double-takes as they passed a model on a recent Monday night, and a few took handout CDs from her. One man even struck up a conversation. And that's what it's all about, according to David Temple, Berman's local partner.

"The interaction between the model and consumer (is impressive). Now, you're not only in awe of TV you're talking to it," Temple said.

Source: Las Vegas *Review-Journal*

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