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## "Living in' Digital Times<sup>®</sup>

### polytune

**TC Electronic**, a progressive developer of high quality audio equipment, has created a new **GUITAR TUNING** product for tuning guitars and bass guitars accurately and efficiently. This would be a great gift for the guitarist (s) in your family.



Available right now at iTunes for **\$4.99**, it is an iPhone, iPod and iPad app based on the original PolyTune™ pedal that allows musicians to tune up quickly on-stage. This app takes it a step further by allowing tuning to take place anywhere, anytime and quickly.

To quote the developer, "We have accomplished what was deemed impossible until now: tuning all strings simultaneously. It's simple; strum, tune and rock!"

The PolyTune™ app uses polyphonic technology, which picks up all the notes on an iPhone or iPad using the in-built microphone or via an external mic on an iPod. The app instantly displays all the notes simultaneously on the screen of the device, showing users which open string needs to be tuned.

Included in the PolyTune™ app is a MoloPoly feature which recognizes whether one or more strings are being played, then seamlessly switches between the polyphonic (multiple strings) or the chromatic (single string) display mode. In chromatic mode guitarists can choose from the traditional 'needle' display or the 'stream' display providing an alternative choice of visual representations of the pitch. Both displays utilize a 'tuning magnet' feature, slowing the pitch indication down the nearer the string becomes tuned. This makes the app extremely precise with +/- 0.5 cent accuracy.

Based in Risskov, Denmark, **TC Electronic** was founded in 1976 with the objective of developing, manufacturing and marketing first class audio products that provide lasting user value for audio professionals and musicians.

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### The emotional computer



**Cambridge University:** Can computers understand emotions? Can computers express emotions? Can they feel emotions?

Professor Peter Robinson is leading a team in the Computer Laboratory at the University of Cambridge. The task? explore the role of emotions in human-computer interaction. Their groundbreaking **video** on this subject shows how emotions can be used to improve interaction between humans and computers.

"We are building emotionally intelligent computers, ones that can read my mind and know how I feel," he says. One system tracks features on a person's face, calculates the gestures that are being made and infers emotions from them. It gets the right answer over 70% of the time, which is as good as most human observers.

Other systems analyze speech intonation to infer emotions from the way that something is said, and analyze body posture and gestures. Professor Robinson believes that "The key to scientific research is to avoid preconceptions and to expect surprises."

## HOW TO 'GREEN' YOUR MAIL ... by Greg Brown

Over six million trees and more than 300 million pounds of paper are wasted each year on undeliverable-as-addressed Standard class mail, as reported by UAA Clearinghouse. It costs the Post Office over 2 billion dollars annually to process this true "junk mail". And the cost to mailers is even more dramatic – undeliverable mail costs direct mailers over \$6 billion dollars a year.

Here are *10 steps* you can easily implement to save money as you green your mailings – reducing waste, while improving deliverability, effectiveness and response to ensure you stay in the black, even as the economy sees red:

1. Correct your mailing
2. Update your mailing
3. Dedupe your mailing
4. Suppress your mailing
5. Target your mailing
6. TransPromo your mailing
7. Connect your mailing
8. Downsize your mailing
9. Sustain your mailing
10. Recycle your mailing

### Glossary of Green Words and Phrases

Here's a glossary of commonly used green words and phrases, adapted from the environmental websites:

[www.thedailygreen.com](http://www.thedailygreen.com) and  
[www.got2begreen.com](http://www.got2begreen.com).

\*\*\*A recent Aperture Research Institute study reported upwards of 70 percent of organizations have adopted a green initiative of some kind. While those companies should be lauded for their efforts at environmental stewardship, bad days on Wall Street and for the economy have seen some companies abandon or scale back their green initiatives as they tighten their belts. Now is the time to take a realistic look at your company's green initiatives and ask whether or not the practices undertaken are "evergreen" – promoting not only environmental sustainability, but also sound business practices and solid return on investment so as to be sustainable in good economic conditions as well as bad.

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Saundra Knowles Kinnaird,  
Founder & Editor

## NETFLIX ...rules

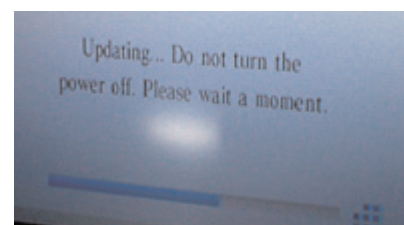
My husband is like a 'kid in a candy store' just because we are now *streaming movies* to our HDTV.

We have the basic Netflix one-DVD-at-a-time plan. We've had a **wii** for a couple of years now and have been content to play a game now and then.... BUT hubby, recuperating from surgery, could not find anything interesting to watch on T.V. on a Saturday nite.

All I needed was a disc for accessing Netflix from my **wii**. No additional equipment was necessary to establish an Internet connection to my wii except for my wi-fi connection & a USB keyboard [I borrowed the one from my computer].

I had already downloaded and printed the instructions from the Netflix site--they proved to be detailed and accurate ;-)

The 1st thing that I noticed, was an update of the Firmware for my 2-year old **wii**.



After inserting the Netflix disc, a streaming account was created and a CODE was generated. I then had to logon to Netflix from my computer and enter that CODE to activate. After entering the CODE from my wii, the Netflix logo appeared. I clicked on that, and was presented with numerous categories and

**hundreds of movies!!!** Now, if I find something interesting to watch on T.V., my husband is disappointed.

-editor