

Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."
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Digitally C-O-O-L... Booksellers Going Digital

Magic Shelf, an interactive shopping experience from **Borders Books**, represents their 1st independent e-commerce Web site in 7 years and a significant end to their long-term partnership with Amazon. Magic Shelf is meant to recreate the in-store experience of shopping for books, music and movie titles.

What is behind Borders' initiative? Bricks-and-mortar bookstore sales are quite flat/stagnant, having grown only 1% in 2007. The market for Digital eBooks is growing. Amazon already has 125,000 books available in both physical and digital formats through an agreement with publishing house, Simon & Schuster. Amazon announced that by the end of May, an *additional* 5,000 titles will be available for their eBook portable reader, the Kindle.

Borders is also featuring Borders Media, a collection of exclusive and original video programs, including "**Borders Book Club**," and "**Borders Kitchen**."

Online retailers controlled 30% of the consumer book market in April. **Barnes & Noble** is now heavily invested in digital delivery and attempting to take a leading role in online bookselling. A recent website update features the launch of **B&N Mobile**, their e-commerce site accessible by Internet-enabled phones. At this time, B&N Mobile is optimized for the iPhone, Windows Mobile and the BlackBerry.

B&N Mobile makes it possible for customers on the go to confirm store locations, hours & book readings and signings, browse bestselling books & check availability, purchase gift cards, join or renew B&N memberships, update Wish Lists and track orders. Tom Burke, EVP of e-commerce at B&N is quoted as saying, "**This is what customers want today and we want to make it easy for them to shop.**" B&N's new site comes on the heels of rumors that B&N may be interested in acquiring Borders. "No comment," said Burke.

-editor

Scroll
Down for
rest of
issue!



A Digital Perspective- Cloud Computing



This month, the **New York Times** made available 15 million articles from 1851 to 1922 on the web. In case you thought **Amazon** was just an online retailer, this fully searchable content is *hosted* by Amazon though their 'cloud computing' initiative.

The New York Times project, called '**Time Machine**,' was too large to handle in-house. The solution was '**cloud computing**' using Windows Servers owned by Amazon.

At its most basic, cloud computing is the ability to use software and data on the Internet (**a.k.a., the cloud**) instead of on your hard drive. Back in the dark ages, if you wanted to do something with your PC you needed to buy software and install it. **SAAS** [software as a service] makes the process of using your computer much less expensive. This practice is maturing in the present digital age, referred to as **Web 2.0**.

Adobe has jumped on the cloud computing bandwagon by offering to convert up to 5 files to Adobe PDF for you, online. You just upload your data using their Wizard and Adobe does the rest.

Google Apps is an excellent example of how consumers can benefit from cloud computing. Included for **FREE** are: Gmail, Google Talk, Google Calendar, **Google Docs**, [similar to Microsoft's Word & Excell] Google Sites and Start Page. For webmasters, Google offers a website Analytics tool ...for free!

-editor

IntelliGym...



IntelliGym is a **brain training tool** for basketball players. Initially developed to train fighter pilots on the cognitive, brain level, the software looks and plays like a video game and is designed to improve game-intelligence skills. Whether trying to make a junior high school basketball team, improve play on the playground or get a college scholarship, the IntelliGym™ has been proven to help players achieve their performance goals.

Training method: 30 minutes once or twice a week, for only a few weeks, provides a substantial improvement in skills like real-time decision making, anticipation, concentration, attention-span, team-play, fast response time and court sense.

Stated Benefits:

- , Make smart decisions like the pros
- , Make precise moves, steals and shots
- , Avoid turnovers and bad tendencies
- . **Improve by 30%** or get a full refund.

Endorsed by Hall of Famer **Hubie Brown** who coached three NBA teams & is a ESPN Basketball Analyst, IntelliGym has a one year 100% Money Back Guarantee.

Product details, videos and testimonials [HERE](#).

Pricing for Personal Edition(s) (**\$99.95 and \$189.95**), version comparisons and Highschool Team Value Pack [HERE](#).

On VH1 in June - 'I Love The New Millennium'!

This all-new 8-part series premieres June 23-26. VH1 will tap our collective memories and revisit the good, the bad, and the funny from the new millennium!

"I Love The New Millennium" will leave no stone unturned through clips from sitcoms, movies, music videos, TV commercials, network news and other sources. Travel back in time to when Brad Pitt was happily married to Jennifer Aniston. Angelina Jolie and Madonna had yet to start the mad adoption craze and Britney Spears was...well, on top of her game.

You can expect a variety of music artists, TV and film stars, athletes, journalists and other celebs who lend their hilarious perspective to the millennium.

Time: 9PM Pacific Time* and 10PM* Eastern Time.
Website [HERE](#).

<http://www.digitaltimes.com>,
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