

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

Skype Phone

Cisco / Linksys is now offering this new Cordless Internet Phone that provides convenient use of Free Skype Internet Calls.

The CIT200 is the first Skype-enabled product bundled with a Skype starter pack. The CIT200 became available 17 October from more than 3,000 online and high street retailers throughout North America, Latin America, Asia Pacific, Europe, the Middle East and Africa.



The Internet Telephony Kit includes a handset, charger and a USB base station that plugs into a computer's USB port. The handset lets callers take their free Skype calling off the PC and into other rooms using the compatible USB base station. The handset can read and display callers' Skype contact list on its built-in illuminated display, letting callers know which of their Skype contacts are online and ready to be called.

Doctor Trades Candy Wrappers for Floss

Through November 30, Adults and children alike are encouraged to send Dr. Ken Nussen wrappers from Halloween candy--he will return coupons for dental floss, toothpaste and mouthwash, no questions asked! Dr. Ken is the creator of oral care products that bear his name. More Info: drkens.net

California China Girl



Calls HOME for FREE!

J. Chou, my good Friend in California, U.S.A. regularly calls her mother in China for FREE using her headphones and a simple bit of software from Skype, whose motto is "The whole world can talk for free." Their position: "think of us as the big, free Internet telephony company. We prefer to think of ourselves as a big group hug, even a present. Yes... that's it... we're a present... but without the ribbon."

It doesn't just work on Windows. **Skype** is also for Mac OS X, Linux and PDAs using Pocket PC, with a native look and feel for each platform. Talking, sending instant messages or even file transfers work between different platforms like a charm. Skype has partnered with a number of world-class companies to bring consumers comprehensive, best-in-class communication solutions.

Customers can use Skype whether they're at home on a fixed line, on-the-move with their mobile phone or using their laptop to make a call in a Wifi hotspot.

- [Screenshots](#)
- [Partners](#)

Testimonial: "The last two weeks I was doing a business hit and run visit through China, Hong Kong and Singapore. As we all know, hotels make a fortune of guests calling abroad. Well they didn't hit my wallet this time. I've made calls to the US, South Africa, Holland and even Oman (where my contact can only use a 56K-connection). It all worked even better than a land or mobile phone-line."

Note: *Skype is not a telephony replacement service and cannot be used for emergency dialing.

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Think Mapquest ...



Since 1996 **Mapquest** has been my #1 choice for driving directions, distances "from here to there" [great at tax time] and maps online.

Now Mapquest has a GPS Personal Navigation Device that is just plain c-o-o-l. It is smaller than a pocket-book and designed to be mounted on a dashboard or windshield. It is *portable* and can be moved from car to car.

The device uses Global Positioning System technology and pre-loaded maps to deliver turn-by-turn, voice-guided directions. 3-D maps and graphics depict the car's progress toward the destination. Audio and visual alerts assist the driver.

As with the online service, users can choose from routing options such as "quickest" or "avoid toll roads."

Availability: The device is available for sale only through MapQuest's Web site.
Weight: 11 ounces
Price: \$699

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an "ecommerce publication
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Digital Advertising: It's ALL Good

Here's a thought for the digital age - how about ALL digital advertising? In 2004, the US Postal service delivered around 500 million pounds of junk mail per day. And then of course after delivery, the junkmail is ultimately carted off to landfills across our great land. This ritual is repeated again and again, day after day.. (except on Sundays).

Here's an interesting fact: To count from one to 500 million takes about 47 years unless you count really fast, then it only takes 39 years...

My question is how many trees die every day to make the paper used to print the junk mail ads? Trees are living things. They produce oxygen. They are necessary for our global ecosystem. I can see using trees to build homes or boats or whatever but junk mail seems such a waste. Because advertisements can be created as electronic documents. They can be distributed or delivered to end users over the global internet as simple electrons. The end user could then either read, save, categorize or delete the ad as they see fit. Deleting (or blocking) electronic ads could be an automated operation for those who don't wish to see any ads. Electronic advertising could be more compelling than traditional junkmail with an entire product infomercial being sent to your computer to be viewed at your convenience. Or not...

I think I'm on to something here. Digital advertising in the digital age. Good for the planet. And I suppose, good for the economy.

by Michael Lindsay
Staff Writer