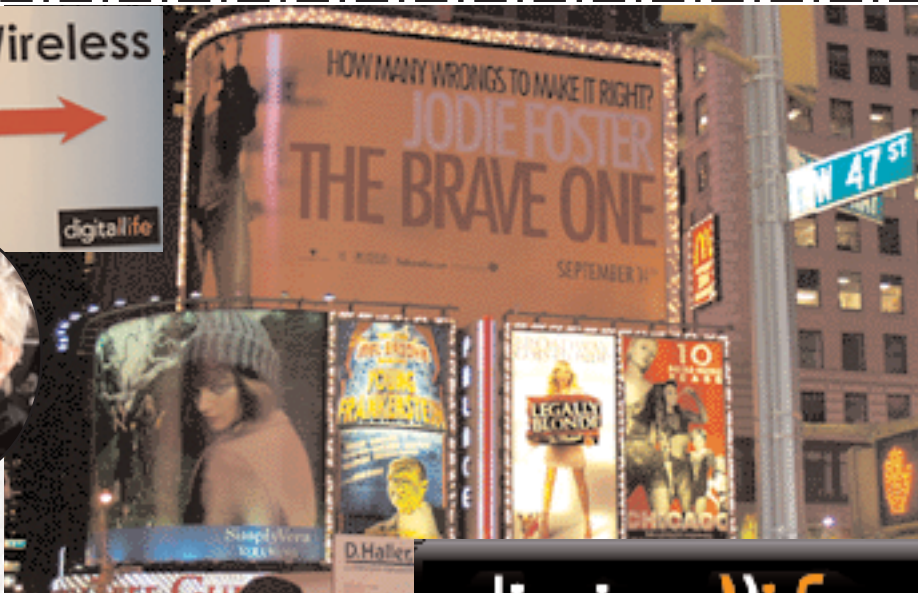


Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."

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New York City



I joined 2,533 Media attendees at this year's biggest East Coast technology event held at Jacob Javits Convention Center in New York City. 2007 will be remembered as the year this show solidified its position as a key industry venue for launching new products! A 'not-for-industry-only' venue, everyone was welcome at **digitalife** -- the Kidz Zone was very popular as 54,751 consumers attended. On a much *smaller* scale than **CES** in my hometown of Las Vegas, products from over 175 vendors were represented at this year's show.

Santa went digital and gadgets were everywhere, including Barbie Girls, a digital game for young girls. A big question that was never answered was which HDTV folks should purchase this Christmas. There were focus groups on several topics including 'disruptive technologies' -- the greatest of which, in my opinion, is the Internet itself. Much attention was paid to next-generation PCs, cameras, cell phones, gaming systems, home networking & HDTVs.

I personally enjoyed the presentation by **iRobot** and for the first time, became *interested* in a gadget to wash my floor.



To illustrate the 'fun factor' and easygoing atmosphere of this show, a contestant in the Dance Dance Revolution game contest brought his girlfriend onto the stage and proposed to her.

For the 3rd consecutive year, **digitalife** played host to the launch of the holiday season's hottest new video game. Activision's hugely anticipated **Guitar Hero III: Legends of Rock** was the focus of the 2007 Digital Technology Week Times Square stunt. September 26th was officially declared Guitar Hero III Day in New York City. The day began with a feature on the CBS Early Show. At 9:30am, the NASDAQ, Reuters, and Spotlight jumbotrons in Times Square began running six-minute GH III trailers that lasted throughout the day.

Already with 50 million members and growing strong, online social networking company **Friendster** delivered a fabulous Press Luncheon and their presentation was most impressive.

-editor

Scroll Down for rest of issue!



Gadgets for Kids...



The *food of choice* for this music loving techno-puppy, iDog, is music. The two methods of feeding the dog are:

- . An built-in microphone, so he can lap up some tunes.
- . Use the iDog as an MP3 speaker system, by hooking your iPod (or other digital audio player) to the 3.5mm jack socket in the pooches hind leg.

Playing some music to the iDog makes him dance to the beat with a shake of the head and flap of the ears. You can tell he's happy with this by how his lights pulsate and the colour, plus when he's had his fill he'll play "little green jug" to let you know that's enough. A new iDog starts quite happy-- you can tell the level of contentedness by the colour and speed of lights on it's nose. **Green** is happy, **orange** not so happy and **red** *unhappy*. Plus the lights circle round faster if the iDog is playful and slower if he is resting.

Price: \$24.99 - \$14.99. The iDog is by Hasbro, and is available at [Amazon](#) through the Discovery Channel Store.



One of the **GREATEST** things about **digital life** and other **tradeshows** is the **gadgets, widgets, toys, games, etc.** Aren't we *all* kids at heart??!!

The above photo is of Squawkers McCaw, a witty, energetic, and unpredictable talking parrot from Hasbro. It repeats words, can be taught to joke and sing, and responds to touch. It's velvety feather coat and vibrant colors resemble those of actual macaw. It loves to be fed and comes with a toy biscuit and perch.

Price: \$89.00 at [Amazon](#) through Mike's Cool Toys, LLC.



ZIP-IT Wireless Messenger

While observing his three nieces vie for time on the family PC to Instant Message with their friends, the co-inventor of this device set out to create a portable wireless device that would help eliminate feuds caused by the sharing of the family computer and also provide an added layer of safety and convenience for teens while being connected to the Internet.

Zip-it provides convenient portable access to IM across all the major IM platforms, features a fully capable music player called "MyTunez™" for instant access to music played from an optional mini-SD card or streamed from the Internet, the ability to view photos and slideshows with the built-in "MyPhotoz™" photo feature and is easily personalized with a variety of skins & backgrounds.
Price: \$149.99...

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an "ecommerce publication
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Sandra Knowles Kinnaird,
Founder