

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

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Happy Thanksgiving



This is the time of year for family get-togethers, sing-a-longs, good food and traveling down memory lane.

Let me point you in the direction of a **LYRICS site just for KIDS Here**. There are **Christmas songs** for the whole family **Here**. You will find lots of classic Romantic songs for sentimentalists **Here**. And lets not forget **Patriots** who will find songs of pride and inspiration **Here**.

"Dip-in-the-Dow" pricing program

I have discovered a Web retailer that offers discounts tied to stock market declines. **Home Theater Direct Inc.** has come up with a way to offset the negative wealth effect by offering consumers a discount whenever Wall Street stumbles.

This is how it works: each day the site offers a percentage discount equal to the percentage drop the previous day in the Dow Jones Industrial Average. "It's fun and it's interesting, and certainly customers don't mind getting a discount, small or big," says Mike Smoot, national sales director. At their home page there is a chart in the upper right showing a downward-sloping fever chart, and a headline that says, "**Click For Today's Extra Savings.**" The link takes the visitor to a page that explains the program, shows today's percentage discount and provides a discount code to enter when checking out.

HTD manufacturers speakers, amplifiers, keypads, controllers and other accessories related to home audio. More than 95% of their sales come from their web site, **htd.com** and 5% from showroom in Plano, TX.

Scroll
Down for
rest of
issue!



Shopping Online? Sites that will Ship for Free -



Why do you shop online? The major reasons I shop virtual storefronts is that the selection is fabulous and I don't have to fill up my car with gas to go shopping... The downside is that I frequently buy more than I need in order to meet the minimum requirements necessary to obtain **FREE SHIPPING**.

To the rescue:

<http://www.freeshipping.org> with links to more than 800 merchants offering either free shipping or coupons for bargain hunters, i.e. 10% off, free tote bag, etc.

FreeShipping.com has numerous tips; shoppers can search by brand or category. How can you go wrong?

Planning a trip? Here is a *virtual Yellow Pages* [no phone book needed] for the best air, hotel, rental car & tour rates! It couldn't be easier: Enter your dates and location(s) once, and the site fills in the blanks on up to 24 top travel Websites. Icons for each appear on the return page...a click takes you to the destination site of your choice, i.e. Expedia, [my favorite] Orbitz, CheapOTickets, etc.
Goto: www.yellowpages.com

New Scanner by **Plustek**



With function keys that resemble a piano, **Plustek** has introduced a high end large format flatbed scanner for everyone, the **OpticPro A360**. A USB 2.0 interface card in your computer is required and away you go! The product comes with a manual in three languages and a CD with drivers, utilities, additional software and a users guide.

Here is a thumbnail of a large portrait I scanned using the **OpticPro**. It turned out so well, we printed several 4 x 6 glossies to insert into our Christmas Cards. You can scan photos or documents as small as you want, and as large as 12" x 17" at a resolution of 600 dpi x 1200 dpi. I used Photoshop and scanned at 600 dpi, [dots per inch] and after cropping to 4x6, dropped down to 300 dpi for printing. For publishing on the web, 72 dpi is fine. The unit comes with a pared-down version of Photoshop for easy photo & document manipulation.



This device is FAST. The one-touch buttons are for routine operations like scan, Optical Character Recognition, copy, fax and email, plus 2 buttons that you customize yourself. Software installation was easy, except for one glitch while installing Presto! Image Folio that corrected itself after a 1-2 minute stall.

Originally an OEM, [original equipment manufacturer], **Plustek** has focused on consumer products since 1986 and is the world's leading scanner manufacturer. Popular **Plustek** models include a book scanner selling at the consumer-based price of \$249, Mobileoffice, OptiCard 821 Business Card Scanner, OpticSlim Corporate sheetfed scanner & OpticSlim portable document scanner. The M12 Corporate Portable Colour Scanner is an Ultra-compact that scans A4 documents, photos, business cards, cheques & coupons.

For a list of 'where to buy' **Plustek** in North America please click [HERE](#).

"The Search for the Golden Wish Ticket"

Once again, **SEARS** is creating interesting ways to please shoppers this season. The abovementioned giveaway runs from Nov. 16 through Dec. 24.

It works like this: More than 30 million "**Golden Wish**" tickets will be distributed in-stores and online. Customers peel and reveal the ticket to determine if they've struck gold. Through this exciting giveaway, shoppers have the chance to win one of 40 Golden Wishes and more than 22,000 prizes.

Gold wishes are especially cool, as they can include once-in-a-lifetime experiences, such as a shopping spree with LL Cool J and prizes like a Sony Dream Media Room, equipped with more than \$5,000 in Sony electronics. No purchase necessary.

Sears is exemplary, in that they support their employees who are reservists or on active duty in the military.

-editor

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Digital Times®, founded in 1994, is an "ecommerce publication reporting on the development and/or availability of interactive products and services."

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