

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

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Living in' Digital Times®

Free BDot Video Converter

*Get prior to September 10...

LotSoft, Inc. is sponsoring a *Back-To-School* BDot VIDEO MEDIA SUITE Giveaway: Activation License: [BT-TNTXYYGV-QJFQJ](#)



What does this software do?

1. It helps students (or anyone) convert any video to their laptop or other portable device and share the video with schoolmates (or anyone).
2. It helps students download any online videos or audios from online video sharing websites like YouTube for offline watching.
3. BDot Video Converter can create DVDs from cam-corder, portable gadgets or any video clips. It allows anyone to burn their favorite videos on blank DVD disc for better backup.

ALSO **FREE**: Newly-released **BDot DVD ISO** Master designed to allow students to save their DVD as ISO file on their laptop for better backup and future use at school. It is the worlds first and only free-ware that specializes in backing up any regular and protected DVD to an ISO file.



BDot DVD Ripper:
Rip a DVD to iPhone, iPad, iPod and Android-based phones. Transfer latest hot DVD movies into iOS devices: extremely easy and fast.
Special: \$19.95
Coupon: BACK-TO-SCHOOL

Questions on any of these products? email: eric.f@bdot.com

Scroll Down for Page 2

back to basics...

I've read that some schools are moving from traditional textbooks to iPads.



At the other end of the spectrum? My reliable Pest Control professional, Ed, told me that at the end of the day, he repairs instruments--bridges, strings, whatever for his wife who has taught *Orchestra* at Middle School level, for 25 years.

She has 375 students this year, up from 300. Out-of-pocket expenses for them include nutrition bars because you 'can't teach kids that are hungry' and other items, including paper, pencils, pens, toothpaste, deodorant, etc. that cost them @ \$5,000 last year. He said that about 125 of her students are *homeless* and living in someone's garage.

On another note, he is a Veteran that was involved in a number of 'black' operations. Because they are 'not on record' he cannot claim benefits. He finally told the VA he has a BOX full of information on exercises he took part in...they can either give him the benefits he deserves or he will 'Turn Them Over To Somebody.' Survival isn't easy, and everyone has a story...

Storing Digital Data 'In The Cloud'

Was just on the phone with **Trend Micro**--a solid company that specializes in Cloud Services.

We were discussing the merits of 'backing up one's data' to the Cloud...esp. in light of the numerous disasters @ the world this year. One of my daughters, using **Google Docs** this Spring, *lost a document* she had invested a great of time in -- **it just disappeared!** I will review and cover this important issue further. -editor

2D QR [Quick Response Code]? Barcode Reader, Mobilebarcode?

Hands-On Report*

As of 2011, QR codes are used in broad context...from comm'l tracking to entertainment, product marketing & in-store labeling.

Vendors reference and market them differently, but they are ALL the same thing...

2D matrix barcodes for Smartphones, first developed by Toyota subsidiary Denso Wave in 1994 for tracking parts in vehicle manufacturing.



I scanned this code with the **Microsoft TAG** reader. This reader was FREE, fast and actually has a BACK button, making it easy to scan another tag while the app is open.

These codes are in colour OR black and white...it makes no difference. Revlon's print ad directed the reader to 'get the FREE app from <http://getting.mobi/>.' I used my Browser to goto their site, selected what Smartphone I use, then was automatically forwarded to the iTunes store. **For Android OS, use Google Goggles, ZXing or Kaywa.**



This is the most common design, and you can read this tag upside down [I tried it] with the fast and dandy reader by **RedLaser**. There is NO Back Button with this reader. I had to close and reopen it repeatedly ;(

Sephora has customized their QR tag with an 'S' logo. The three squares, aligned as shown, are a common design factor.



This seems to be the standard 'black module' three square QR. The encoded information may be text, a URL, or other data and was designed to allow its contents to be decoded at high speed.

The technology has seen frequent use in Japan and South Korea. The United Kingdom is also a heavy user of national QR codes. Per Wikipedia, according to one study, during June 2011, 14 million mobile users scanned a QR Code or a barcode in the U.S.

The information contained in Digital Times is a combination of original editorial content and data pulled from research pieces, wire services, and various online resources.

I downloaded **four FREE QR readers from iTunes.**

Altho the scanning technique varies, all of them use the Camera feature of my smartphone. This is my USABILITY report.

RedLaser: Very fast. @95% success rate reading Std QR format.
Sent me to uTube videos and
'Special Offer' websites.
Complaint: No BACK button.

QR Reader: Intolerably slow. Lower scanning success rate, and requested that I purchase a version without 'sponsor ads.' It does have a time-saving BACK arrow.

ShopSavvy: Don't bother.

Microsoft **TAG:** Very fast--handy BACK button.
100% accuracy in my test.

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Founder & Editor