

A short news week but long on thanks

In this issue:

Antec PSUs: 5 new High-Current Gamer models debut... New Franklin AnyBook makes any book a more personal gift... Iconosys Black Fly Day Android app for Black Friday buzz... Kent Reflex can do ePaper... Tiffen for before the holidays... New long-range Zoom wireless keyboard drops size, price... Special Report: Computers versus pharmaceuticals... Reviews: Audiovox Ecco, BlackBerry Torch; Telos Hx1 phone hybrid, DNA Energy drinks/snacks, Native Union MM04 speakerphone... plus our commentary on Radio's surprising foothold: moms

Antec PSUs: 5 new High-Current Gamer models debut

Gamers & others who run multiple graphics cards or lots of hard drives or high-horsepower multi-core CPUs really challenge the ability of a PSU to continuously deliver lots of current. The new Antec High Current Gamer PSU line has 5 new models (400, 520, 620, 750 & 900 Watts continuous) with fully protected rails. They stay "Ninja quiet" with 135mm double ball bearing fans. They're reviewable now; ask Veronica. **Contact: Veronica Feldmeier, Antec Inc. (Fremont, CA) 510-770-2150 vfeldmeier@antec.com <http://antec.com>**

New Franklin AnyBook makes any book a more personal gift

If there are any kids anywhere who love having you read story books to them at nap or bed time, do you ever wish you could do that more often? The next storybook they get can bring you along with it using the new Franklin AnyBook (\$40 DRP3000 holds 15 hours; \$60 DRP4000 holds 60 hours). You place a removable circle on each page as you record yourself reading that page (one button does it); when the child touches the tip to that circle, it plays back your voice reading that page. You know you want to cover this; ask Aline to help. **Contact: Aline Boutin, Franklin Electronic Publishers (Burlington, NJ) 609-386-2500x4434 aline_boutin@franklin.com <http://franklin.com>**

Iconosys Black Fly Day Android app for Black Friday buzz

Both English & Spanish versions of the new Iconosys Black Flyday app for Android lets pals update each other on where (GPS-tagged) the bargains are, including a map & integration of Facebook friends. Ask Wayne. **Contact: Wayne Irving II, Iconosys Inc. (Laguna Hills, CA) 949-335-5350 wi@iconosys.com <http://iconosys.com>**

Kent Reflex can do ePaper

The root B2B product at Kent is passive (no power except to write) LCDs, especially those using flexible (not to forget ultra-thin & durable) plastic sheets. That can apply to electronic shelf labels, ePaper, electronic skins, signs, readers, smart cards, even memo tablets like Boogie Board. Ask Kevin. **Contact: Kevin Oswald, Kent Displays (Kent, OH) 330-673-8784x161 koswald@kentdisplays.com <http://KentDisplays.com>**

Tiffen for before the holidays

Before even thinking about what people should be getting, you know everybody plans on shooting snaps or videos & Tiffen has some (ahem: reviewable) items that can help make that part easier or better. Filters for DSLR or better camcorders can add their own magic, tripods can take a lot of frustration out of self-timer shots & bags can help the gear travel more safely. Ask Hilary. **Contact: Hilary Araujo, Tiffen Company (Hauppauge, NY) 631-609-3216 haraujo@tiffen.com <http://tiffen.com>**

New long-range Zoom wireless keyboard drops size, price

The first Zoom ZDTV long-range (65') wireless keyboard looked like a thin top layer of notebook got peeled into a light & nimble keyboard with track pad & hot buttons. New this week, the second-generation Zoom ZDTV Model 9006 long-range (30' via 2.4GHz USB dongle, included) wireless keyboard (\$50) is less expensive, smaller & compatible with PS3,

Xbox 360 & Windows 7/Vista/XP. The track pad is now on the right, allowing a smaller footprint. You can use it lots of ways, but it really resonates with video on the big screen & people on the sofa. Ask Terry for info, pix or hands-on. **Contact: Terry Manning, Zoom Telephonics Inc. (Boston, MA) 617-753-0087 terrym@zoom.com <http://zoom.com>**

Special Report: Computers versus pharmaceuticals

A decade ago, joint efforts among universities et al finished mapping the human genome; you may have noticed how few revolutionary new medications were engendered by that effort. It is reasonable to posit that perhaps there's not enough detail in a genome map to get there; it is equally reasonable to suspect that the lack of progress may serve the interests of traditional pharmaceutical research. One obvious next step could have been to continue mapping (or even better, modeling) to protein or even cellular levels, all the way down to molecular bonds. High school physical chemistry gave us all a peek at how molecules can be mathematically modeled; consider the computing horsepower of modern graphics cards with thousands of processors, currently dedicated to drawing polygons, repurposed to analyzing characteristics of those molecules. Ultimately, a room-size system could solve for any variety of cellular incursions, providing innumerable "cheat sheets" to traditional pharmaceutical research for creating preventives or cures or maybe both for a spectrum of cellular-level diseases.

Special Report Bonus Review: Audiovox Ecco

"Ecco" is Italian for here (or here is or here it is); Audiovox may be no more Italian than the rest of Hauppauge, but their new little Ecco device is really cool. The brand has a lot of experience in navigation systems for cars, which may have inspired this tiny gizmo (about the size of the car key's remote-lock fob). It uses GPS to store up to 3 locations then can point you back to them on its tiny LCD screen. A pointer shows which way to go, a "proximity ring" circle tightens as you get closer, it displays the range & current compass direction & shows both rechargeable battery & GPS signal status. Experienced users can also get it to show latitude, longitude & satellite info. It comes with a charger; a 90-minute charge is rated for 10 hours of use or 16 days of standby. Bottom line: Audiovox Ecco is a cool little gizmo for getting you back to an unfamiliar place, a campsite or where the heck you parked the car.

Special Report Bonus Review 2: BlackBerry Torch

We have 2 BlackBerry handsets here; one is a Bold & until recently, the other an older Pearl. We got in a new BlackBerry Torch & the contrasts to both are telling. The large touch screen & slide-out full keyboard are its most obvious assets, but digging a little brings our much more. 3G brings femtocell compatibility the Pearl didn't have; it's so fast that we didn't realize until later that we hadn't enabled WiFi on it. The depth of bundled apps is amazing, even in comparison to the Bold; the user interface that slides, spins & scrolls through it all keeps them from becoming lost in the crowd. Audio & call quality are top-notch & as you'd expect, the messaging features are still leagues ahead of any other smart phone brand. The camera offers killer cool performance, the multimedia playback is stellar & the battery life wonderful. Bottom line: the BlackBerry Torch is a full-fledged participant in just about everything digital you'd ever want to accomplish wherever you happen to be.

Special Report Bonus Review 3: Telos Hx1 phone hybrid

Analog phone lines have to do a bushel of tricks to fit everything on 2 wires, which is great for most people most of the time but tough on people who want to separate the audio from both ends of the line for things like talk shows or recorded interviews. That function is called hybrid, based on the term hybrid transformer, used in early phones to put both sides on the same wire. Telos is the prestige brand for broadcast gear & they kicked their tech up several notches with the new Telos Hx1 Digital Hybrid Telephone Interface. The practical challenge for most hybrids is that the balance on a phone line is constantly changing; the Hx1 auto-adapts to that while also automatically riding gain on both paths, fighting leakage (between paths), shifting pitch to avoid feedback & tweaking the EQ. Complexity within yields simplicity with only 4

connections needed (power, phone, caller audio output, local return audio input). We ran it through our little Behringer mixer & saw complete separation between paths plus surprising detail in the audio we recorded. Bottom line: the Telos Hx1 Digital Hybrid Telephone Interface is the European touring sedan of phone interfaces, complete with a robot chauffeur.

Special Report Bonus Review 4: DNA Energy drinks/snacks

In terms of workplace productivity when your energy begins to flag, wrong choices are very easy to make, so we keep trying new things. We got in the DNA Brands Energy Drink (citrus with & without calories, lemon-lime with), Shred Stix & Beef Jerky. The carbonated energy drinks (2 servings per 16oz can) feature caffeine, taurine (helps keep potassium & magnesium inside cells & sodium out), inositol (can't say for sure what it does), folate (ditto) & a list of many ingredients. We're told it has received best-taste awards; our own experience finds the flavors tolerable but not especially appealing. Testing before bedtime showed no notable extra wakefulness or lost sleep; testing at lunch delivered a slight headache but no perceptible increase in energy or attention. The best element in the kit is the Beef Jerky, flavorful without being overwhelming, surprisingly moist & enjoyable; we would not hesitate to recommend it (in controlled portions) as a satisfying alternative to the empty calories of most office vending machine choices, especially because it requires a long period of chewing which helps satisfy more than the immediate peckishness. Bottom line: DNA Brands energy drinks & snacks offer alternatives for people who may have tired of or lost faith in other products.

Special Report Bonus Review 5: Native Union MM04 speakerphone

The Native Union MM04 Bluetooth speakerphone, handset & stereo speaker set is a huge treat for the eyes, with a sculpted, slightly oversize modern-architecture-look active top piece nested on a mating charger dock base. Using BT 2.1+EDR, you can simultaneously pair this with both a handset & a second BT device, like a PC. When playing music (A2DP), the sound elements at both ends act as speakers for (confirmed) stereo with just enough volume for a personal workspace. For calls, you can leave the 2 pieces docked & use it as a speakerphone or pick up the top to hold as a handset for more privacy. That top piece is a little bigger & heavier than most handsets (even the one on your grandma's phone), though not heavy enough to make you want to cut a call short. Bottom line: the multipurpose Native Union MM04 Bluetooth handset, speakerphone & stereo speaker set adds classy touches to work.

Radio's surprising foothold: moms

Commercial broadcast radio still depends on advertisers to fund operations & advertisers are a lot less savvy than they were before social media or the Web, but eventually the truth does come out. While the young, cheap, inexperienced help working as ad agency media buyers may tend to recommend the media they experience as best for every buy (Psychologists call that projection), the truth is there is one very critically significant audience segment that radio absolutely owns: working moms. The majority of those still drives to work & still listen to the radio when they do; few of those are on Twitter or Facebook while driving. We're seeing other foothold segments elsewhere in traditional media, too; how about you? **Contact: Martin Winston, Newstips (Novelty, OH) 440-338-8400; marty@Newstips.com <http://Newstips.com>**

#