

Signals in the Static: Sony Pictures buys the rights to *Against All Enemies*, the best-selling book by **Richard Clarke**, the former White House counter-terrorism advisor. Sony plans to turn it into a feature-length movie. **Madonna** will kick off her international tour in L.A. (\$175-\$300/ticket). **Britney Spears** signs an exclusive licensing agreement with Elizabeth Arden for fragrance, skincare, and color cosmetics. *Sesame Street* turns 35. *People* magazine turns 30. Died: **Jan Berry**, 62, pioneer of the surf-music sound.

To promote the new **Scion** TC sports coupe, **Toyota** deploys 40 young people in NYC's Times Square with ad copy written on their foreheads. **P&G** will print promotional messages *directly on Pringles* potato chips this fall. Video game-maker **Electronic Arts** will open a 450-person production studio, the first new studio to be built in LA since Warner Bros. in the 1930s. For the first time in several years, three "dot-com" companies have filed to go public, including salesforce.com, Shopping.com, and Advertising.com. **McDonald's** will soon offer low-carb, bunless versions of their burgers nationwide. **Schwinn** re-introduces a popular bicycle style from the '60s and '70s, the Sting-Ray. **Rice to Riches**, a NYC store, offers 20 different varieties of upscale rice pudding. **Coca-Cola** and **Pepsi** will launch mid-calorie colas this summer. A \$910 snakeskin version of **Louis Vuitton's** new disco-inspired platform sandals, available exclusively at their NYC 57th St. flagship store, sells out in less than three days. Patrons of **Starbuck's Hear Music Coffeehouse** in Santa Monica can now listen to MP3s from 20,000 albums at one of the cafe's 70 PC listening-station tables and burn them to their own personalized CDs for a small fee.

Four New Wireless Technologies:

All of these are expected to be ready for use by early 2005: **WiMax** will reach up to 30 miles and be competitive with cable and DSL for use by Internet service providers. The **802.16e** standard, an extension to WiMax, will allow connection to the Internet while a user is in a moving vehicle. **802.11n** is a high-bandwidth extension to the current standard that will increase the speed by 10 to 20 times. And **Ultrawideband** could be used for transmitting large amounts of data short distances. It will also will let users stream MP3s from their computers to their stereos and record TV shows on their computers, as long as the devices are within 30 feet of one another. *USA Today*.

Viewpoint—Word and Picture in a Media Age: Education "has failed to adjust to the massive transformation in Western culture since the rise of electronic media... Interest in and patience with long, complex books and poems have alarmingly diminished, not only among college students, but college faculty in the US... The computer, with its multiplying forums for spontaneous free expression from e-mail to listservs and blogs, has increased facility and fluency of language but degraded sensitivity to the individual word and reduced respect for organized argument, the process of deductive reasoning. The jump and jitter of U.S. commercial television have demonstrably reduced attention span in the young. The Web too, with its addictive unfurling of hypertext, encourages restless acceleration. Knowing how to 'read' images is a crucial skill in this media age, but the style of cultural analysis currently prevalent in universities is, in my view, counterproductive in its anti-media bias and intrusive social agenda."—Camile Paglia, *Arion*.