

Signals in the Static: **Hillary Duff** replaces **Ashlee Simpson** in Candie's ads. **Joss Stone** replaces **Sarah Jessica Parker** in Gap ads. **Madonna** will launch "Madonna" perfume in Dec. Died: **Thurl Ravenscroft**, 91, the voice of Tony the Tiger; **Henry Corden**, 85, the voice of Fred Flintstone.

The L.A. County Sheriff's Dept. will test a RFID system using bracelets and bar codes to track 1,800 prisoners now and 18,000 in the future. A public library in a Chicago suburb installs fingerprint scanners to verify the identity of computer users. Las Vegas plans to build a replica of NYC's East Village complete with a trendy "Meatpacking District." The **Media Bistro**, a 300-seat restaurant opening in LA, will feature touch screen monitors at every table, combining video gaming with food.

Coca-Cola will re-launch its 39-year-old **Fresca** diet soda brand in September. **Heineken** begins test-marketing a light version of their beer. An alarm clock from **Hammacher Schlemmer** emits whiffs of coffee to wake you up in the morning. Flight attendants on **Alaska Airlines** now promote Visa Cards over the aircraft intercom after landing. **America West Airlines** sells ad space on its tray tables and napkins. **AmEx** will begin issuing credit cards that are waved in front of a sensor and do not require a signature. **WB** and **NBC** air the first prime-time network condom commercial. **Procter & Gamble** shuts down Reflect, its experiment in mass-customization of beauty products. **Kodak** will discontinue its Kodachrome Super 8 film. **Boot Barn**, **Suspender Store**, and **Spanx Inc.** have created metal-free boots, suspenders, and bras, respectively, enabling wearers to quickly pass through airport security. **Sony** licenses Martin Scorsese's "Taxi Driver" for a video game. "American Idol" licenses its name for **Pop-Tarts**.

New Summer Reality Shows: "I Want to be a Hilton" (NBC)—Paris' mom mentors 14 contestants in the ways of luxury life. "Brat Camp" (ABC)—rebellious teens are sent to a wilderness camp. "Tommy Lee Goes to College" (NBC)—the rocker attends the University of Nebraska. "The Law Firm" (NBC)—real lawyers, real cases, real juries and a real judge.

Killer Drones: Northrup Grumman starts production on the X-47B Joint *Unmanned* Combat Air Systems plane (\$1.04 billion/3 planes). It will fly at about Mach .8 with a 1,300-mile combat radius, and will carry two 2,000-pound guided bombs. *Defensetech.org*

Luxury SUV Sales Slide: In May, sales of the Lincoln Navigator fell 32%. Cadillac Escalade sales fell 41%, the Lexus GX 470 declined 12.9%, and the Lincoln Aviator fell 43%. *Auto News*.

Hot Hybrid: A used 2004 **Toyota Prius** sells, at wholesale, at or above the original base sticker price of \$21,510. The base price of a new 2005 Prius is \$21,440, including shipping. *Auto News*.

Work, Sleep, and TV: The average American spends a third of the day at work, sleeps 8.6 hours, and spends half their leisure time—effectively 11% of their lives—watching TV. Employed men put in a hour more at work (8 hours) than employed women. Nearly 1 in 5 people does at least some work from home. Women spend four times as much time on housework (1 hour/day) as men do. Teens spend just 7 minutes reading for pleasure (excluding homework or on the Web), while Americans 45-54 spend 19 minutes, and those over 75 read for 72 minutes each day. The average American spends 20 minutes a day shopping on weekdays, 27 minutes on Sunday, and 42 minutes on Saturday. *Bureau of Labor Statistics/Ad Age*.