

Signals in the Static: **Batman** will hunt down **Osama bin Laden** in his next DC Comics graphic novel. **Jennifer Jones**, a lesbian, is voted Homecoming King at Hood College in Maryland. **The Beatles' Revolver** and **Dylan's Blonde on Blonde** will turn 40 this year.

Prison Expressions is a new line of greeting cards for incarcerated loved ones. One says, "When the cell door closed, my whole life was gone in the blink of an eye." A new venture capital fund, the **KPCB Pandemic and Bio Defense Fund**, invests in surveillance and detection of diseases, more efficient diagnosis, vaccines, and anti-viral drugs.

Ford spends \$14 million to place its Mondeo automobile in the upcoming James Bond film, *Casino Royale*. BBC America prints the back of 500,000 valet parking tickets with four-color ads promoting its *Footballers Wive\$* drama. **Ravenswood Winery** sponsors a NASCAR race car. Farm equipment company **New Holland** gives away iPods with pictures, audio, and video from a corn and soybean convention, and includes exclusive music from country singer **Michael Peterson**. **Fox** is the first major TV network to sell 5-second ads. **Meow Mix Co.** makes \$1.2 million/year selling ringtones.

San Francisco's **Start Mobile** offers original art to be downloaded into mobile devices. **OnsiteHaircuts** takes appointments online, then arrives at corporate parking lots in Silicon Valley (Cisco, Google) to deliver salon services. **Starbucks** tests **Chantico**, a chocolate/espresso combination, in Houston and Chicago. Taco Bell/KFC tests restaurants with giant touchscreens replacing all human order-takers in Morrisville, NC. **GarbageScout** is an interactive online mapping system that lets users alert others when a good source of "curbside shopping" is found.

Krump meets Crunk: Hyphy ("hyper" + "fly") is a new hip-hop subgenre, popular in the SF Bay Area. It's a high-energy, aggressive street style of frenetic dancing, seemingly completely void of inhibition or self-control. Key artists: **E-40** and **Keak da Sneak**.

TwoRooms: This NYC facility is designed to provide office space and childcare for freelance and/or home-based workers. It features one room for parents (wireless Internet, copiers, computers, etc.) and one room for children (childcare for kids 3 months to 4 years old). Membership is \$150/year plus \$7-\$14/hour usage.

9/11 Movies: *Flight 93*, directed by Paul Greengrass, will be released by Universal this spring. In production: Oliver Stone's movie about the last two men to be rescued from the WTC, starring Nicolas Cage; *Reign O'er Me*, starring Adam Sandler as a man who lost his family on Sept. 11; and *102 Minutes*, based on the book of the same name.

Food Trends: **Acai** is an antioxidant-rich berry that claims to boost energy and immunity and moderate cholesterol levels. Four years ago, there were about 40 U.S. **grass-fed beef** producers selling to the public; now there are over 1,000. Texas-based storefront **Super Suppers** allow customers to prepare meals to keep in the freezer at home. Regional world cuisine becomes popular (like India's Kerala and Italy's Tuscany).

Roughing It: In 1970, 20% of Americans said that a second car was a necessity. In 2000, 59% said it was. Car air conditioning was cited as a necessity in 1970 by 11% in 1970, and 65% in 2000. During this same time, the perceived necessity of having a home dishwasher grew from 8% to 44%, and needing more than one phone grew from 2% to 78%. *Across the Board*.