

Signals in the Static: **Muhammad Ali** turns 65 and endorses Mars Inc.'s "G.O.A.T." (Greatest of All Time) fruit bars. **Bob Seeger** turns 61. Former V.P. **Dan Quayle** turns 60. Died: Tenor saxophonist **Michael Brecker**, 57; annoying MS Office icon **Clippy**, 10.

George Washington University, already the most expensive major university in the U.S., raises tuition, fees, and other mandatory costs (including housing) to \$50,660/year. NYC's 911 call centers will soon be able to receive camera-phone pictures and videos from crime scenes. San Francisco's **VinoVenue** features tasting cards (like debit cards) which allow customers to pour 1 oz. servings of over 100 wine and beer choices. **Graveside Memory Capsule** markets a capsule containing memories of the deceased in a watertight device attached to the headstone. The recorded data can be downloaded to a laptop via USB cable.

Google will offer physical billboards that are connected to the Internet, able to advertise products that are in-stock in local stores. **AARP** uses a **Buzzcocks** song in their newest commercial. **Sundance** cable-TV launches an eco-programming block called "The Green," sponsored by **Lexus** and **Smith Barney**. **Kellogg** will print "Trivial Pursuit For Kids" questions on Strawberry Pop-Tarts using edible ink. **Newsweek** will send tobacco ad-free issues to subscribers who request them. Ex-convict Dan Longyear markets a line of jail-based apparel at **countyjale.com**. **Coach** will open higher-end Coach Legacy boutiques in L.A. and NYC. Portland's **Living Room Theaters** has 6 screening rooms, each seating 39-64 people in recliners, loveseats or at low-lit tables with plush chairs. **CBS-TV** picks up two pilots about the living dead: "Twilight," about a vampire private detective, and "Babylon Fields" about a

group that fights zombies. **Gulfstream Aerospace** sends up a \$50M business jet on an 8.5-hour test flight over 11 states for the sole purpose of leaving its mark on the Web in the form of a flight track that spells out "GV" (the nickname of the Gulfstream V aircraft being flown).

New Personal Services On The Web: **checktonight.com** allows potential lovers to check their partner's STD status. **flylite.com** picks up and delivers luggage—and also packs it, dry cleans the contents and puts everything in storage until the customer's next flight. **idonowidont.com** is a new auction site selling rings from broken engagements.

Fall '07 Fashion Outlook: Metallic shades (burnished leather, sequins, beads, shimmery wovens), light blouses, pleated wide leg trousers, a-line dresses, sheer fabrics, very short hemlines, fur trim and accessories. The color palette will move from all-black, black, and gray to nudes, browns, deep blue, olive green, mustard, and plum. *NY Fashion*.

"Fence-popping": Bored teenagers in New York suburbs are hurling themselves at wooden fences in well-lit residential areas, destroying the fences and capturing the event on video for posting on YouTube or MySpace.

Seattle's Sexpresso Drive-Throughs: At **Natté Latté**, baristas sport hot-pink hot pants and tight white tank tops. Racy lingerie is the dress code at **Moka Girls Espresso**. At **Best Friend Espresso**, an elevated window shows a nearly full-length view of pretty young baristas in short skirts, tank tops and high heels.

Silicon Valley Returns: After five years of job losses, the valley added more than 30,000 jobs in 2006. Most of the new jobs are high-end positions in software, product design, engineering, and marketing research. *InfoWorld*.