

Signals in the Static: NYC's Coney Island **Cyclone** roller coaster turns 80. The Russian **AK-47** machine gun, **Smokey Bear**, and **O.J. Simpson** all turn 60. **Tom Hanks** turns 51. The **ATM** turns 40. **Telstar** (the first U.S. tele-communications satellite) turns 40. The **Watergate Break-in** turns 35. **Blade Runner** turns 25. **Diet Coke** turns 25. **PowerPoint** turns 20. **Blogs** turn 10. Died: Saxophonist **Boots Randolph**, 77; science fiction and fantasy writer **Fred Saberhagen**, 77.

A new restaurant recently opened in NYC. Within three months, it will close. And reopen. And close. And reopen. With each season, what was formerly known as **Park Avenue Café** will be reborn as a new restaurant. A **Whole Foods** grocery store in Dallas now offers a full service spa including manicures and massage. **Safeway** opens **Citrine New World Bistro**, a "fast-casual" restaurant with an international menu.

Coca-Cola will offer ready-to-drink **Godiva** hot chocolate in microwavable packaging. Both companies are owned by **Campbell's Soup**. **IKEA** now charges \$.05 for each plastic checkout bag. San Francisco's airport will offer **POWRNAPS** sleep stations (\$25/20 minutes). San Francisco's **Hotel Triton** opens a suite dedicated to ice cream including a cooler filled with Häagen-Daz ice cream. **Avis Chauffeur Drive** provides drivers (\$30/hr) who will also return the rental car. **Disney** introduces a French chardonnay with a **Ratatouille** label at Costco (\$13). Miller launches **Chill**, a 110-calorie beer flavored with lime and salt. **Southwest Airlines** now accepts **PayPal** for online ticket purchases. **Dial** launches **Dial Yogurt** soap, the first yogurt-based cleansing product sold in the U.S. **Montblanc** recently sold a \$700,000 ruby and sapphire-encrusted pen just a few days after it was displayed in their NYC store.

Struggling **Reader's Digest** will accept ads on its back cover in January and cut circulation by 20 percent. A new magazine dedicated to sorting household goods, called **Organize**, debuts (\$20/year). **Business Week** will place laminated reprints of articles on pull-down tray tables on **US Airways** flights. **ESPN** begins coverage of the **Rock Paper Scissors Championship**.

Car Colors: The current most popular car color is silver, appearing on 20% of vehicles worldwide. Future trends include violet blues, flat finishes; gold, orange and green for mid-priced cars; brown and gray in the luxury market. *Chris Webb, GM Color Development.*

Fame With Your Fries: **Spotlight Live** is a new nightclub in NYC where customers perform live (aided by professional backup singers, makeup artists and choreographers). Acts are broadcast online via streaming video and on a Times Square Jumbotron. CDs and DVDs of the performance are available. Diners vote for their favorite performers, IM other tables, and comment online using touch-screens at each table.

Dressing Up: In 2006, dress sales rose 7%, and sales of women's sheer hosiery grew for the first time in 10 years, jumping 6.5%. Men's pants and slacks grew 7.2%, outpacing jeans' 5.4% increase. **Brooks Brothers** and **Bottega Vaneta** are promoting men's vests (sold individually and as part of 3-piece suits) for their fall collections. *Brandweek.*

Viewpoint: "There are moments in history when the pace of change is so fast and the shape of the future so fuzzy that we live in a constant state of beta." —*Bruce Nussbaum in a speech at the Royal College of Art, London, 6/27/07.*

Reminder: JOHO is going on summer break and will return in September.