

Signals in the Static: [Billy Mays](#), the ubiquitous infomercial pitchman, will star in a TV reality show on the Discovery Channel. **Steve Martin** will release a bluegrass album this month. **Andy Rooney** turns 90. **J.D. Salinger** turns 90. [Shirley Temple](#) turns 80. [Samuel L. Jackson](#) turns 60. **Motown Records** turns 50. **Adweek** turns 30. Died: **Robert Mulligan**, 83, director of *To Kill a Mockingbird*; Jazz great [Freddie Hubbard](#), 70; Mousketeer [Cheryl Holdridge](#), 64; **Ron Asheton**, 60, punk guitarist for the [Stooges](#); **VHS**, 32.

For the first time, *The Boston Globe* runs advertising on its front page, following the recent lead of its sister publication, *The New York Times*. **Google** is now offering ad agencies the ability to show different ads in response to searches made from iPhones.

New Products: Polaroid (currently in bankruptcy) launches [PoGo](#), a digital camera with a built-in color printer (\$200). **LG** will offer **Netflix** streaming built into its TVs. The FDA approves Allergan’s [Latisse](#), a new prescription drug that lengthens eyelashes. **MTV Networks** and **Harmonix**, the developers behind Rock Band, will launch an interactive music game based on the Beatles catalog. The FAA approves New Mexico’s [Spaceport America](#) for commercial space launches. A two-hour live musical, *Star Wars: A Musical Journey*, will open on the London stage this year. NYC’s Algonquin Hotel offers free loans of Amazon’s [Kindle](#), pre-loaded with a book of the guest’s choice. The Seattle-Tacoma airport offers free charging for electric vehicles. Made-to-order [479° Popcorn](#) comes in unique flavors including Alderwood Smoked Sea Salt, Ginger Sesame Caramel and Black Truffle & White Cheddar. [Splenda Mist](#) is a purse-sized spray sweetener offered in limited-edition designs. NYC’s [The 1929](#) doles out free soup and coffee in addition to fashions.

Go Yellow: Global color authority Pantone has named [Mimosa](#) (#14-0848) as the “color of the year” for 2009. Christopher Kane, Giles, Tommy Hilfiger, and Ossie Clark are just a few of the designers using the shade.

Line Extensions: Burger King underwear, Twinings coffee, Coppertone sunglasses, Mr. Clean performance car washes, *Playboy* energy drink, [Allstate Green insurance](#), Disney [Sleeping Beauty fountain pens](#) (\$395). *Brandweek*.

Prediction—Professional and Personal Time: “In 2020, well-connected knowledge workers in more-developed nations have willingly eliminated the industrial-age boundaries between work hours and personal time. Outside of formally scheduled activities, work and play are seamlessly integrated in most of these workers’ lives. This is a net-positive for people. They blend personal/professional duties wherever they happen to be when they are called upon to perform them—from their homes, the gym, the mall, a library, and possibly even their company’s communal meeting space, which may exist in a new virtual-reality format.” —[The Future of the Internet III](#).



This summer ESPN will launch *My Bottom Line*, allowing fans to customize the news scroll that appears at the bottom of their TV screen. Live polling, player tracking, scores, and other on-demand stats will also be available.