

Signals in the Static: [Levi's new commercial](#) uses an original voice recording of poet **Walt Whitman**. Queen by **Queen Latifah** perfume rolls out this fall. The state of **Hawaii** turns 50. The [UPC Barcode](#) turns 35. The original [Sony Walkman](#) turns 30. Groundbreaking SF novel [Neuromancer](#) turns 25. Died: **John Houghtaling**, 92, inventor of the [Magic Fingers Vibrating Bed](#) found in motels across the country; **Kodachrome**, 74; **Compuserve**, 30; [Vibe](#) magazine, 16, [Clear](#) (airport security line fast-pass), 4.

This summer, the **Iowa State Fair's** famous [butter cow](#) will share its refrigerated glass case with a butter sculpture of **Michael Jackson**. During his memorial service, Facebook users were averaging 6,000 status updates per minute, about 2,000 more updates per minute than occurred during **President Obama's** inauguration ceremony.

New Products: The [Music Tee](#) gives wearers the right to free music downloads. LA's [Coolhaus](#) sells handmade ice cream sandwiches from a pink converted postal jeep, advertising its whereabouts via Twitter (@coolhaus). California-based [LunchBots](#) offers a line of stainless steel containers for kids' food because of parents' fears of BPA contamination. **McDonald's** first "green" restaurant opens in Cary, North Carolina. It features electric vehicle charging stations. McDonald's also rolls out Angus Third Pounder burgers (\$4). **Burger King** will sell its "Fresh Apple Fries" in supermarkets. [Pet Airways](#) offers first class service to dogs and cats traveling between LA, NYC, Washington, Chicago and Denver (\$149 each way). [Alice](#) offers more than 6,000 household products direct from manufacturers at prices 20-30% lower than other online stores.

Media News: ABC's [Flash Forward](#), a drama in which everyone in the world is knocked out for two minutes and gets a

vision of what they will be up to in 6 months, launches this fall. For the first time, ad rates for popular shows like *The Simpsons* and *CSI* are higher online (Hulu or TV.com) than they are on prime-time TV. **Google** launches a pilot program to segment Web users by their FICO credit scores. Point your bag of [Late Night Doritos](#) to a web cam and see virtual performances that seem to pop out of the bag. [Tweet My Bumper](#) sells a bumper sticker with your Twitter name and the tag line, "Follow me in traffic. Follow me on Twitter." (\$6). San Francisco residents can now send messages to the city government via Twitter at [@SF311](#) for help with street cleaning, graffiti removal, potholes, and abandoned vehicles.

Science. Religion. And Politics:

Most Americans profess a belief in God (83%), and 82% are affiliated with a religious tradition. However, only 33% of U.S. scientists say they believe in God, while 18% say they believe in a universal spirit or higher power, and 41% say they don't believe in either. Most scientists identify as Democrats (55%), while 32% identify as independents and just 6% say they are Republicans. 52% of scientists describe their own political views as liberal, including 14% who describe themselves as very liberal. Among the general public, 20% describe themselves as liberal, with just 5% calling themselves very liberal. *Pew Research Center*



Pizza Hut changes their logo to be more appealing to online and mobile customers.

Reminder: JOHO will return in September.