

Signals in the Static: James Cameron will direct **Black Eyed Peas'** 3D concert tour documentary. **Ozzy Osbourne** is *Rolling Stone's* new health columnist. **Andy (Gollum) Serkis** will play "Caesar," the main chimp in 20th Century Fox's *Planet of the Apes* prequel.

Neil Simon turns 83. Hoover Dam turns 75. **Robbie Robertson** turns 67. **Grace Jones** turns 62. **Disneyland** turns 55. **Xerox 941**, the first successful office copier, turns 50. **The Twist** turns 50. **Tom Cruise** turns 48. **Diet Coke** turns 28. **Malia Obama** turns 12. Died: **Ilene Woods**, 81, the voice of Disney's *Cinderella*; **Lincoln Town Car**, 88; **Dodge Viper**, 18.

Paramount has optioned Mattel's **Magic 8 Ball** toy for a live action adventure film. Louisiana's **Abita Beer** launches a "Save Our Shore" brew with profits going to help those impacted by the Gulf oil spill. To raise money, the **California Legislature** is considering the use of electronic license plates which would mimic a standard plate when the vehicle is in motion but would also display digital ads when it is stopped for more than four seconds, either in traffic or at a red light.

New state taxes raise the cost of a **pack of premium cigarettes** in NYC to above \$10. The **Dallas Public Library** opened one of its newest branches, **Bookmarks**, at a local upscale mall. During a one-day event at **Diesel's** NYC flagship store, **Foursquare** users who checked in within a three-city-block radius of the Union Square location were alerted of a special promotion at that store. Once they checked in, they were given free T-shirts. San Francisco's **Hotel Vitale** offers guests a Saturday visit to a local farmers' market with Kory Stewart, resident chef at the hotel's **Americano Restaurant**. Back at the hotel, Stewart will help the guests prepare the meal (\$250/couple including wine, 2-week advance notice required).

Virtual Training: The U.S. Army's **Simulation and Technology Training Center** will build a virtual world to support thousands of avatars and connections simultaneously. The avatars will be equipped with artificial intelligence and will interact in a terrain similar to Earth. Soldiers will have multiple views of their actions, including one that allows them to look at the terrain as they would through the scope of a weapon. Soldiers controlling avatars will be able to communicate via IM and voice.

Our Mobile Lives: 59% of English-speaking U.S. adults access the Internet wirelessly, up from 51% in 2009. 40% use a mobile phone to email, IM, or browse the Web, vs. 32% last year. 18% of African-Americans and 16% of English-speaking Latinos use their mobile phones as their only means of access to the Internet, compared with 10% of whites. The same is true of 19% of 18-to-29-year-olds, as well as those earning less than \$30,000 a year. Overall, laptop ownership is now at 55 percent, an 8% increase from 2009, while 62% own a desktop computer, unchanged from last year.—*Pew Research Center*.



Philadelphia-based retailer **Urban Outfitters** will split the facade of its new store on NYC's Upper West Side into four distinct "storefronts": a hat store, a hardware store, a neighborhood bar and a bodega.