



Las Vegas, Nevada: November 13-17, 2000

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## FEATURE STORY

### What's the Coolest Thing here? An Informal Survey

By Harvey Ardman and Marshal M. Rosenthal

You've traipsed through a million square feet of exhibit space. You've visited hundreds, if not thousands of booths. You're lugging around enough brochures to give you tennis elbow. You're exhausted and your feet hurt. The whole thing seems like a blur of lights, music and sales chatter.

But wait. Come to think of it, some of what you've seen is truly memorable. Some items, in this plethora of products, are real standouts. Are they the same for everyone? Do certain products have a sort of electronic charisma, a universal appeal? To find out, we interviewed several attendees and asked them: What did you think was the coolest, most interesting product at the show?

Tammy File, web page designer. I was struck by the Agenda VR3. I've been considering a Palm Pilot, but I really like this gadget. I think I'm going to get one.

Steve Jones, teacher, Apache Junction, Ariz. I like all the different portable pocket PC and portable gadgets. I'm trying to figure out which would be the best one for me.

Eldon Winston, Corporate Buyer, Tributary Systems, Dallas. I was impressed by all of the wireless network technology. And yes, I did find a few things to buy.

Axel Neubert, Germany. I think the Sony products are very good-the memory sticks especially and all the products that are built around them.

John Knopp, AMS, Wisconsin. I was particularly intrigued by the improvement in the flat screen displays. They're really outstanding. I bought one last year and I'm happy with it, but the new ones are bigger and the price has fallen significantly.

Jacqui, a model with the Lenz Agency, Las Vegas. I loved the whole show, but I especially loved all the MP3 stuff. That's my thing-MP3.

Shannon Kaldig, Edleman PR. "There's a new Ericcson cell phone I really like. It does practically everything-voice, PDA, wireless Internet. And it has a great screen. I'd love to own one."

**Bob Compton, Consultant, San Diego System Services. I really liked seeing how they're combining sound speakers with wireless technologies - there were these guys with wireless headphones playing music from the Eagles "When Hell Freezes Over" DVD, and the bass coming from the headphones just rocked! No more having to stand in one place with wires trailing - you're free.**

Scott Hand, Director of Technology, Dalhart Independent School District. It's the peripherals and add-ons for PDAs that get my attention, and the best was the digital camera that you can add to a Palm (Booth L6156) - it's really great and a simple and useful device that can really add value.

Louise J. Greenfarb, Security Specialist, with husband Sanford. The Linux area had the best display - all the little Penguins and the tattoos. I have the world's largest collection of refrigerator magnets and every since my husband brought back some tchatkis - I knew I had to come here and see

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what great stuff I could find and turn into magnets.

Cheralyn King, VP, Product Development, JRL Enterprises Inc. The variety and diversity of the vendors you find here is astounding - sure there's really great technologies but what I find is that when you add the mixture of all the different kind of people, well that's what I find to be very cool about this show.

Chappy Floyd, Director of Pervasive Computing, Virtual Access Networks. There's this holographic booth that just blew my socks off. (Dimensional Media Associates, Inc., Booth L6526) I've seen holograms before, but you usually have to wear glasses or stand right there in front and it's kind of static, you know? These holograms were realistic and didn't restrict your viewing to just one angle - they popped out at you as you were walking by and it was amazing. (Dimensional Media Associates, Inc., Booth L6526, pictures #2661-2665)

Maria Cina, National Semiconductor. Wireless technology in itself is something that I wanted to see more of - and the new Web tablets are really cool. Not just because of the way they look, but because of what they can do. It means that you can surf the Web, get e-mail and all that stuff without wires and anywhere in the home. The kids don't have to fight for the computer when you can have one of these tablets around to use. This new kind of computing device lets you be online and have access without being tied to that old PC and land-line.

Zhao Ming, Engineer, Shenzen Zhitgang Science & Technology. There are so many new and unusual products being shown - not just the products but the way the companies display them and how they organize their booths - that we just don't see anything like this in China. The show is a way for us to view these new products and systems for presenting them, and we're excited to be here and that's what is so exciting for us.

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