



**Brian Justice**  
Writing & Editing; Marketing &  
Corporate Communications  
**312-662-8557**  
[brian@brianjustice.com](mailto:brian@brianjustice.com)  
[www.brianjustice.com](http://www.brianjustice.com)



## **Writing Samples; Articles**

**Writer – Brian Justice (writing as Mark Mitchell), 312-662-8557**

**Client – Anthem Media/KC Magazine**

### **Technology: Wired Essentials**

If ‘home entertainment’ for you means entertaining yourself at home more often these days, then Bang & Olufsen’s latest, the BeoVision 4 with Automatic Color Management (\$15,350 for a 50-inch, \$21,350 for a 65-inch) makes the fun last longer – and with better color and a sharper picture. An integrated camera and software measure the color balance of the screen, automatically adjusting it to compensate for aging phosphors. This actually makes the TV last longer; coupled with the machine’s ability to adapt to any room’s surroundings, a perfect picture is guaranteed for the life of the screen. Hope your couch is comfortable.

However one propels from point A to point B, KC’s own Garmin has several new ways to make it interesting. Both the Oregon 400t (\$599) and the Nüvi 500 (\$499) GPS devices can be used for almost any activity. They are available preloaded with topographic maps for hiking or biking, and they also call up city street maps, with turn-by-turn directions for the car, feet or Vespa. Talk about leaving an electronic trail. Then there’s Garmin’s Forerunner 405 (\$299). A fitness watch for the weekend warrior or elite athlete, its touch-sensitive bezel allows most functionality to be controlled by touching, tapping or swiping the ring around the face of the watch. It uses GPS to accurately monitor speed, pace, distance, time, and then transfers that data to your PC. These products are available at Bass Pro and Dick’s Sporting Goods.

In the category of “is there anything it can’t do?” we nominate Sprint’s Samsung Instinct (\$129.99 in Sprint retail stores). A quick tap of the finger on its touch screen accesses the Web and e-mail; users can also listen to commercial-free radio. A button initiates voice-activated calls, texting and picture sharing, and users can also monitor traffic and check out movies, sports highlights, news and weather. GPS-enabled audio and visual turn-by-turn driving directions and one-click traffic rerouting will keep you on track and on time. Sprint’s Rant (\$49.99) offers a similar range of capabilities with One Click, which allows users to personalize the screen and selecting and organize features. It has a smaller screen than the Instinct, and it’s perfect for texters who like a full keyboard.

Working from home? Apple’s LED Cinema Display (\$899 at the Apple Store on the Plaza) turns a laptop into a 24-inch desktop. It attaches to a MacBook, MacBook Pro, or MacBook Air using a single connector – no pins or screws. And it’s green: The display’s internal cables and components are

free of toxic chemicals, and the glass and aluminum construction ensure that its raw materials can be reused in other types of products.

Speaking of cinema, t's way-cool that you can watch a movie on your iPod, but have you tried watching "The Ten Commandants" on it? There's just something that gets lost in terms of scale. MicroOptical's Myvu Made for iPod Edition eye shades (\$400 at most Best Buys) may like a prop from a science fiction film (think sunglasses), but they creates a totally personal viewing experience akin to watching a 27-inch screen from six feet away. Other features include integrated ear buds, a carrying case that fits both the Myvu and the iPod, and a six hour battery that can be recharged at home or in the car. Just don't drive you while you're enjoying it.

### ***Sidebar***

#### The Long Haul

These days it's chic to be a little understated. That doesn't mean that time spent at home shouldn't be spent in comfort, style and a little luxury. Home entertainment technology runs the gamut from small to large; no matter their size, the items featured here are designed with practicality, usefulness, longevity and value in mind.

This month the International Consumer Electronics Show comes once again to Las Vegas. Always on the cutting edge of technology, attendees are buzzing about new possibilities on the horizon. Here are a few things to look forward to in the coming years.

- Television boxes that interface with internet programming, a technology that opens audiences to the world beyond Hollywood.
- Home/television-based three-dimensional viewing technologies.
- Next-generation video displays that put LCD to shame.