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Headlines for Tuesday, May 6, 2008:

- [Consumer Electronics Top Grads' Gift Lists](#)
- [Vusion Launches Web-Based HD Video Service](#)
- [Letter To The Editor: To HD Or Not To HD](#)
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Consumer Electronics Top Grads' Gift Lists

In news that should come as a surprise to absolutely no one, more than 44 percent of college and high school seniors are hoping to receive CE products as graduation gifts this year, according to a survey commissioned by retail chain Circuit City and released Monday. Overall, almost 60 percent of male grads want a technology gift this year and 32 percent of female grads.

Topping the list with 29 percent of respondents were computers and video game systems, the survey found, while digital cameras and MP3 players were preferred by 20 and 10 percent, respectively. This year's hot category among CE buyers, HDTVs, only accounted for six percent in the study, perhaps an indication that respondents know the limits of their families' gift-giving funds.

Almost 80 percent of respondents said that a computer would be the most useful graduation gift they could receive this year.

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Vusion Launches Web-Based HD Video Service

Abandoning its previous name of Jittr Networks, new media provider Vusion officially launched on Monday, promising to deliver the first end-to-end online video distribution service capable of delivering true HD quality video over broadband.

"The digital media market is the fastest growing sector of the internet," said Vusion president Elie Habib, "and video in particular will soon represent 90 percent of all internet traffic. Media companies positioned to provide the highest quality viewing experience with their video content will inevitably generate more page views and deliver better value for their advertisers."

According to Habib, Vusion is the first video provider to offer 720p video via the internet. The service will allow content providers to shift from short format, low quality video to longer HD selections as advertising dollars increasingly move to the internet, he said.

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Letter To The Editor: To HD Or Not To HD

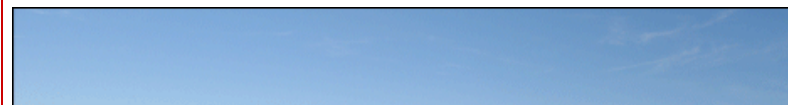
Retail BRIDGE: Many of the consumers who have HDTVs and don't subscribe to HD content are NOT ignorant. We know exactly what we are doing.

To get HD content we must PAY MORE and we don't think it is worth it. For an additional \$20 per month there are not enough channels available that I would watch to justify the additional expense. A standard DVD looks great on an HDTV. An HD DVD would look much better but Blu-ray players are expensive, slow, need upgraded software to play newer discs and the discs are expensive. Players will come down in price and hopefully get faster over the next two years. I'll wait.

In short, currently I don't see the value of HD for the cost. There needs to be more HD content (more channels for my money) and better performance on players (faster startup, fewer problems, no need to upgrade software). I am not ignorant; I am a consumer making cost/benefit choices. I am also a custom installer!

Dave Easley

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ADVERTORIAL: SBCA Focuses on Enhancing Retailer Benefits and New Business Opportunities

The SBCA recognizes the importance of its retail members. The

association is very focused on offering our retail members valuable benefits and new business opportunities. These programs allow our members to become more profitable, better educated and grow their business.

The SBCA has recently developed a partnership with Grant Communications to offer discounts on a host of web based services. Grant Communications specializes in Web Development, Search Engine Optimization and Corporate Identity. With more consumers using the web to research products and locate qualified dealers it is imperative that retailers ensure their website reaches to proper target audience and provides them with accurate information.

Besides the numerous member benefits offered to its members, the SBCA is also working with organizations that are in need of high quality retail and installation services. These organizations recognize that SBCA members are committed to being the best in the industry and they wish to tap this pool of qualified organizations. The programs they offer are complimentary to satellite retailer's current business and offer strong revenue opportunities.

One of these companies is Clearwire. This organization offers high speed mobile internet services. The market for these types of services is exploding as more individuals and organizations are working for numerous locations. In addition many advanced installation and service organizations are beginning to provide their field technicians with mobile computers. Clearwire and SBCA are working together to educate our retailers on this exciting new service.

The SBCA is also working with Hoteleguide to identify individuals and organization who may be interested in providing installation and service for their product targeting upscale hotels. The ideal candidates will have experience in RF, QAM, Pro-idiom and IP based technologies. SBCA and Hoteleguide are working together to create a certification program to assist retailers in further understanding these technologies and how they interact with the Hoteleguide system.

The SBCA will be introducing a number of new programs and retailer benefits at the upcoming DISH Network Team Summit. Stop by our booth to speak with one of our representatives about all of our benefits and programs. If you are interested in learning more about the Clearwire, Hoteleguide or about the numerous membership benefits available to SBCA members go to www.sbca.com.

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News Briefs: NBC News Launches Online Learning Site

CONTENT -- NBC News on Monday launched iCue, a new online destination designed to offer a young adults a mix of education, entertainment and social networking features utilizing current news content.

EDUCATION -- Media Environment Design on Monday announced its 500th web-based training program for users of D-Tools' System Integrator 5 software package.

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