

## Digital Debris

By Staff Writer, Bill Fogarty

### Weird URLs

#### Tired of the same old web sites?

Need a little intellectual stimulation? Time to open your mind to UFO's, aliens, conspiracies, NWO evils, ghosts, prophecies, etc. Grab a salt cellar and explore.

Art Bell [artbell.com](http://artbell.com) has a very popular, professional site with more than 67 million hits! Great photos of ghosts, UFO's and aliens.

Whitley Strieber [unknowncountry.com](http://unknowncountry.com) takes a more cerebral approach to strange phenomenon. A well known author, he exudes credibility.

Sherman Skolnick [skolnicksreport.com](http://skolnicksreport.com) is a crime busting Chicago attorney. He writes about Bush family criminality, red Chinese drug importation, crooked judges, bankers, commodity exchanges, etc. A lively, exciting site. Notice the extensive use of "advisedly", "reportedly" and "allegedly" to protect himself from libel charges. Being from Chicago originally, I tend to believe much of what he writes.

David Icke [davidicke.com](http://davidicke.com) is a very controversial author ["...and the truth shall set you free"] and lecturer. He believes that we are controlled by reptilian aliens, including the Queen of England! Strong stuff.

The Rumor Mill News Agency [rumormillnews.com](http://rumormillnews.com) is an interesting political/economic/conspiracy site written by unpaid contributors. Worth visiting often. Click on "RMNEWS UPDATES" and "READING ROOM".

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## Shopping

Comparison shopping is easy, thanks to CoolSavings.

Cool Shopper is a search engine developed by CoolSavings, whose advertisers are planning to help you identify a vast array of competing products and brands. You can choose from retail store, catalog and online merchants.



## Online Advertising

According to AdRelevance data, the average cost of a full horizontal banner slipped from 31 dollars for 1,000 impressions to 28 dollars during the fourth quarter of 2000.

**Impressions:** The number of times an ad is rendered for viewing. One impression is equivalent to one opportunity to see an ad. 84.9% of marketing or advertising companies in the US believe that the most important aspect of online advertising is that it drives traffic to websites. Beyond traffic building, brand building, branding and sponsorship opportunities are the main reasons to utilize online advertising.



Recently, Tom Gurka and I attended 2/3 of this year's annual Game Developers Conference in San Jose, California. It was jam-packed with classes, keynotes, free food, games, demonstrations, pretty colors, and, oh yeah... free food and games! While we couldn't see all of what was there, we did our best to get in the events of personal interest.

We came to the conference on its second day (not including the two days before it consisting of tutorials).

After having some of the Press Room's free food, we set out to find a class on massively multiplayer games-more specifically, data distribution for massively multiplayer games. It was more boring than expected. We only hoped the other classes we had in our schedule wouldn't be as bad. Only 50% of all the classes attended weren't boring, and 75% of them were very useful to us as developers. Overall, our experiences with the classes were okay.

We also spent a lot of time on the expo floor collecting swag, watching demos, listening to people brag about their products, exchanging business cards, and being amazed by some of the things we saw.

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## Digitally Cool



This glove allows you to digitally "walk" through an online

room or "pick up" objects in a video game.

-by Essential Reality

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If you want more, try [surfingtheapocalypse.com](http://surfingtheapocalypse.com) is a large attractive site features pop science.

[steamshovelpress.com](http://steamshovelpress.com) promotes itself as "All conspiracy, no theory".

[conspiracy.pagetostart.nl](http://conspiracy.pagetostart.nl) links to numerous off-beat sites.

[alienzoo.com/home.cfm](http://alienzoo.com/home.cfm) aliens, UFO's, big foot, etc.

[delphiassociates.org](http://delphiassociates.org) features predictions by Sean David Morton and associates.

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On an entirely different level is one of my favorite writers, Carol Ward [carolontheweb.com](http://carolontheweb.com).

She is a gutsy, iconoclastic author covering politically incorrect and forbidden topics.. Her writings frequently appear on [etherzone.com](http://etherzone.com) and are highly recommended.

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## Game Trivia

**Hours most gamers spend playing per session: 1 to 5** [PC Data Online, 2000]

**Percent of all games forecasters predict will be played online by 2002: 25%.**

**Number of players Forrester Research predicts online games will attract in 2001: 18 million**

**Amount of revenues Forrester predicts for the online game industry in 2001: \$1.6 billion** [Reuters, 2000]

**Gamers who are men: 55%** [both online and offline]

**Gamers who are women: 50.4%**

**Kind of game most liked by the highest percentage of both men and women:**

**Board/card games**

## DigiScents

Currently developing hardware and software for the purpose of incorporating smelly scents into all forms of media is a company called digiScents.

"Increase your Web Site's **Stinkiness**" is how they are advertising **iSmell Technology**. to developers, as well as "click 'n' sniff" functionality. DigiScents believes online eCommerce sites can "tap into the subconscious of customers in a way nothing else can, making their Web site unforgettable."

The information contained in Digital Times is a combination of original editorial content and information pulled from wire services, research and various online resources.

Oh, we also played a LOT of Unreal Tournament and Quake 3 Area, of course! The booths for the companies there were very modern and colorful, and pleasing to the eye. Even more pleasing to the eye were the demos of the newest technology. Graphic demos powered by the upcoming GeForce3 cards were everywhere, as well as ATI Radion cards.

There were great physics engine demos and many motion capture products, as well as tons of other products that made us go, "Cool!" The expo floor was definitely the most fun of the conference-except for carrying around all the stuff we picked up from just about every booth.

**Keynotes!** We only attended one keynote, but it was the main keynote of the conference...The developer of the Sims, Will Wright, spoke on "Design Plunder." It was very entertaining and did, in fact, make us think at the same time.

**Part II --Next Month .**

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