

## **Panel Rating Exercise as Described in:**

### **“Encroachment Patterns of the ‘Best Products’ from the Last Decade”**

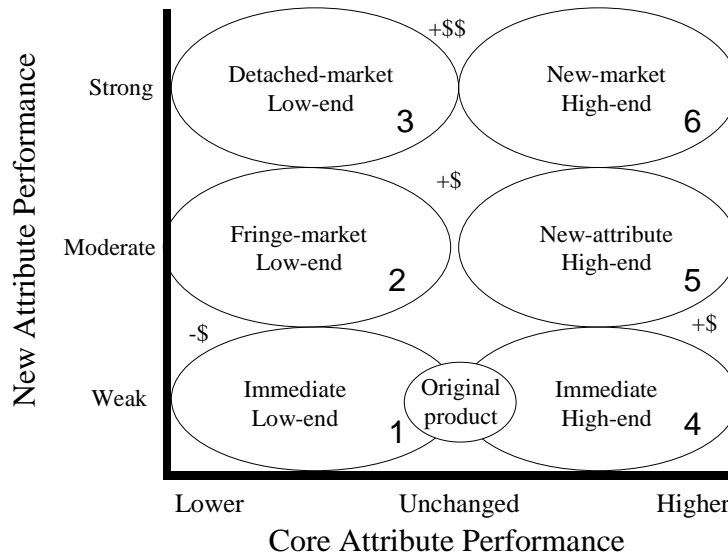
On the following pages are given the following three documents:

1. Description of the six encroachment types as given to the raters (given on the first page following this one).
2. Sample printout of the Excel file that the raters completed (given on the second page following this one).
3. The descriptions and pictures of the 239 best products (given on the third and subsequent pages following this one).

## Six Encroachment Types

Step 1: First define what “old product” you are comparing the new product against.

Step 2: Next identify which of the 6 encroachment types (shown in the figure and described below) best describes how the new product encroaches on that old product.



### Low-end: initially performs WORSE with regard to old product's core attributes.

#### 1 Immediate low-end: No better, no new attributes; key selling point is lower price.

Examples from 2006: Starbury One basketball shoes; and Victor and Ralf wedding dresses.

#### 2 Fringe-market low-end: Performs worse on (old product's) core attribute, but offers new functionality desired by a new fringe market. Costs less (or at least no more).

Example from 2006: Wii – Less power than the Xbox but more fun for the non-gamers.

#### 3 Detached-market low-end: Performs worse on the (old product's) core attributes but offers new functionality that is very highly valued in a new market. Costs more.

Example from 2006: None, but early Cell Phones fit this category. They performed much worse on reception but offered portability, and were very expensive (\$3,000). Only with time did price drop and performance improve; cell phones are now encroaching on land lines from the low end upward (lower-end cell phones users such as apartment dwellers are dropping land lines).

### High-end: BETTER (or at least as good) with regard to old product's core attributes.

#### 4 Immediate high-end: Performs BETTER on (old product's) core attributes, but offers no significant new functionality. Costs more.

Example from 2006: Pentium 4 (it immediately stole sales from the Pentium 3, and then encroached downward as its price was reduced).

#### 5 New attribute high-end: Performs as good as (or better) on core attributes AND offers new functionality. Costs more but still competes with old product.

Examples from 2006: Santos 100 – left handed watch and Martha Stewart Homes.

#### 6 New market high-end: Performs as good as (or better) on core attributes (if you are even able to identify an old market) and offers DRAMATIC new functionality; or achieves fad status. Costs more (monopolistic pricing).

Examples from 2006: Tesla Roadster and Gardasil vaccine which might be described as “new to the market” products. Also, fad products like Tickle Me Elmo (initially priced monopolistically but price falls as fad status fades). Another example is the iPhone, which created a frenzy and a new “monopolistic” market but after 68 days price dropped precipitously to compete in the old market.

A	B	D	E	F	G	H	I	J	K	L	M
1			1 Immediate LE								
2			2 Fringe LE								
3			3 Detached LE								
4			4 Immediate HE								
5			5 Attribute HE								
6			6 New Market HE	Agreement							
7			7 Other Pattern	Disagreement							
8			8 No Second Choice								
9											
10	1997										
11	1 Boxster	\$40,000.00	1	Immediate LE	No	2	Fringe LE	No	Attribute HE	If 2nd choice is wrong, identify your market here (and/or offer other info)	
12	2 MCR Racer	\$3,000.00	6	New Market HE	No	5	Attribute HE	Yes	We agree!	I figured this was a low-priced Pors	
13	3 JavaChip	NA	2	Fringe LE	No	5	Attribute HE	Yes	We agree!	Compared to other Dreyer's it is jus	
14	4 Dolly	NA	6	New Market HE	Yes		#N/A	Yes	We agree!		
15	5 Sidewinder Force feedback	\$160.00	5	Attribute HE	Yes		#N/A	Yes	We agree!		
16	6 9000 Communicator	\$550.00	5	Attribute HE	No	6	New Market HE	Yes	We agree!		
17	7 Pentium II	NA	4	Immediate HE	Yes		#N/A	Yes	We agree!		
18	8 Hovering Trimmers	\$400.00	5	Attribute HE	Yes		#N/A	Yes	We agree!		
19	9 Rex PC companion	\$180.00	5	Attribute HE	Yes		#N/A	Yes	We agree!		
20	10 Presario	\$900.00	1	Immediate LE	Yes		#N/A	Yes	We agree!		
21	11 ML320	\$34,000.00	2	Fringe LE	No	5	Attribute HE	Yes	We agree!	Compared to other Mercedes (my f	
22	12 Virtual Pets/Beanie Babies	NA	1	Immediate LE	No	2	Fringe LE	No	New Market HE	This thing looks like a cheap toy.	
23	13 Talkabouts	\$179.00	5	Attribute HE	No	6	New Market HE	No	Immediate HE	Walkie talkies -- longer distance th	
24	14 DVD's in homes	NA	5	Attribute HE	No	4	Immediate HE	Yes	We agree!		
25	15 Index Options and Future	NA	5	Attribute HE	Yes		#N/A	Yes	We agree!		
26	16 Café Froth	\$20.00	5	Attribute HE	No	4	Immediate HE	No	Immediate LE	coffee makers	
27	17 Electronic putting Challenge	\$1,195.00	1	Immediate LE	No	2	Fringe LE	No	New Market HE	golf (instead of playing)	
28	18 Maxim	\$899.00	5	Attribute HE	Yes		#N/A	Yes	We agree!		
29	19 Gatorade Frost	NA	5	Attribute HE	Yes		#N/A	Yes	We agree!		
30	20 Accord	\$15,495.00	1	Immediate LE	Yes		#N/A	Yes	We agree!		
31	21 ZYPREXA	NA	5	Attribute HE	No	6	New Market HE	Yes	We agree!		
32	22 Libretto	\$1,999.00	5	Attribute HE	Yes		#N/A	Yes	We agree!		
33	23 Fly Right	\$100.00	1	Immediate LE	Yes		#N/A	Yes	We agree!		
34	24 Interactive Barney	\$109.00	5	Attribute HE	Yes		#N/A	Yes	We agree!		
35	25 Twin Spin	\$649.00	5	Attribute HE	Yes		#N/A	Yes	We agree!		

## The Best of 1997

### 1. Porsche - Boxster) TOPLESS FUN

Entry-level Porsches always looked sportier than they drove. That is, until the BOXSTER cruised along. The \$40,000 ragtop will set your pulse racing just as quickly as its big brother, the 911, does. Shift through the gears



on a curvy country road, and there's no doubting the two-seater's race-bred heritage. And the interior, with swooping lines and neatly packaged controls, is light-years ahead of its clunky predecessors.

### 2. Giant – MCR Racer) COOL WHEELS

It's not for the casual rider. This MCR RACER from Taiwan's Giant Manufacturing is the result of single-piece molding, with composite carbon-fiber materials replacing steel and aluminum. Even the spokes are aerodynamic. Price: \$2,500 to \$3,000.



### 3. Starbucks/Dreyer's – coffee flavored ice cream) A JAVACHIP TO GO

Starbucks cooled its coffee to create a hot line of ice cream products. Over the past year, Starbucks and partner Dreyer's Grand Ice Cream rolled out eight flavors of STARBUCKS ICE CREAM, plus two coffee ice cream bars. They captured 24% of the coffee ice cream market with such rich and creamy flavors as Biscotti Bliss and JavaChip.



### 4. Dolly – cloned sheep) EWE TWO

Many biologists believed it impossible to produce an animal by cloning an adult cell. Then, in February, Scottish embryologist Ian Wilmut announced the birth of DOLLY. If duplicated in humans, the process may revolutionize reproductive medicine.



### 5. Microsoft – Sidewinder force feedback pro) TERMINATE 'EM-- WITH FEELING

See it. Hear it. Now, feel it. PC games get an extra fillip with the MICROSOFT SIDEWINDER FORCE FEEDBACK PRO joystick. By adding tactile sensations, you can feel, say, the G-forces when piloting a jet. Price: \$160.



### 6. Nokia – 9000 Communicator) PHONE MEETS PDA

Finally, a combination cellular phone and personal digital assistant. Nokia pioneered wireless Web surfing in 1997 with the 9000 COMMUNICATOR. The \$550 device lets busy road warriors trade stocks via the Internet or zap off messages with attached documents.



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### 7. Intel – Pentium 2) CHIP OFF THE OLD CHIP

Intel's new champ is the PENTIUM II. A "sixth-generation" processor (like the 1996 Pentium Pro), it packs 20% more punch than the original MMX. Expect them to power nearly all PCs by 1999.



### 8. Husqvarna – Hovering Trimmers) CONTOUR CUT

The grass on slopes and around gardens is rarely neat. But that may change, thanks to Husqvarna HOVERING TRIMMERS. They float two inches above ground on a cushion of air while a monofilament line evenly snips the grass.

Price: \$400 and up.



### 9. Rex PC Companion) MINI MANAGER

No self-respecting road warrior can survive without an info gizmo. The credit-card size REX PC COMPANION, from Franklin Electronic Publishers, stores addresses, to-do lists, and appointments. Price: \$130 to \$180.



### 10. Compaq – Presario) KILOBUCK CONTENDERS

They are both the boon and bane of the computer industry. Sales of UNDER-\$1,000 PCS, such as this Compaq Presario, took off in 1997, adding unexpected zip to the market for home computers. Overall unit sales rose 20%--much more than expected. However, the low-priced machines are crimping the industry's profits.



### 11. Mercedes –Benz – ML320) BUSH BENZ

Mercedes' first-ever sport-utility vehicle was worth waiting for. The Mercedes-Benz ML320 combines stylish looks, a car-like ride, rugged off-road capability--and a sticker price under \$34,000. Mercedes can't make them fast enough.



### 12. Tamagotchi – Virtual Pets and Beanie Babies) ANIMAL MAGNETISM

Want a pet that doesn't shed? How about a pocket-size virtual one? Or a cute, stuffed Beanie Baby? VIRTUAL PETS such as Tamagotchi from Japan's Bandai and Tiger Electronics' Gigapets have LCD screens depicting a critter with the same demands as a real pet. Meanwhile, BEANIE BABIES from Ty have become one of the fastest-moving toys ever and the centerpiece of a new collectibles market.



**13. Motorola – Talkabouts) ROGER, ROGER**

Remember those cool walkie-talkies you had as a kid? Your own kids will find plenty cool about Motorola's TALKABOUTS, featuring an LCD display, 14 channels, and 30 hours of battery life. But they cost up to \$179 apiece, and you'll be hard-pressed to reach the stated two-mile range in the city.



**14. DVD) YOU AIN'T SEEN NOTHIN' YET**

Despite ongoing compatibility fights, DVD--digital video disks or digital versatile disks--finally made their debut in homes. The disks pack in more data than CDs, providing smashing sound and video for flicks. The PC version, DVD-ROM, should eventually replace CD-ROMs.



**15. Index options and futures) WANNA BET?**

Got a hunch about the Dow? INDEX OPTIONS AND FUTURES on the Dow Jones industrial average now let you bet on the barometer's movements through the Chicago Options Exchange and the Chicago Board of Trade.

**16. Bonjour – Caffe Froth) TAKE THE PLUNGE**

You love cappuccino but don't own an expensive espresso maker. With CAFFE FROTH, from Bonjour the French Press Coffee Maker, you push a plunger a few times in a cylinder to inject air into the milk. It costs \$20, and the results are yummy.



**17. GL Technology – Electronic Putting Challenge) SWING TIME**

Golf game not up to par? With GL Technology's \$1,195 ELECTRONIC PUTTING CHALLENGE, you can try sinking the toughest shots without leaving your home or office. The seven-foot-long computerized green provides 72 changing contours, so you can putt uphill, downhill, or with various breaks. Once you're back on the links and determined to drive a long way, you might want to try the TOP-FLITE AERO ball. Its 100 teardrop-and 232 ellipsoid-shaped dimples cut wind resistance.



**18. LA-Z-BOY – Maxim) RELAX TO THE MAX**

You'll never want to get up again. The new LA-Z-BOY MAXIM recliner combines pulsating massage and heat and lets you plug in a speakerphone and answering machine. Price: \$699 to \$899.



**19. Gatorade – Frost) BRIGHT IDEA**

What do you do when you've got the No.1 product in a mature market? Bolster it. Quaker Oats' GATORADE FROST in neon-bright colors has boosted Gatorade's sales.



**20. Honda – Accord) GROWN UP**

The all-new '98 Honda ACCORD is bigger and quicker than its predecessor--and at \$15,495 to \$21,945, most models are cheaper, too. There's more legroom, headroom, hiproom, and shoulder space.



**21. Eli Lilly's – Zyprexa) DOSE OF REALITY**

There's hope for the 50 million people around the world who are afflicted with schizophrenia. Eli Lilly's ZYPREXA helps control hallucinations, depression, and other symptoms--racking up global sales of \$550 million.



**22. Toshiba – Libretto) WINDOWS WARRIOR**

The first of a new breed of tiny laptops, the Toshiba LIBRETTO packs the power of a Windows 95 notebook into a 1.9-pound package. Although indeed cramped, the \$1,999 Libretto can run the same Windows programs as full-sized PCs.



**23. American/US Airways – Cut-Rate fares) FLY RIGHT**

It has become a Wednesday morning ritual. That's when American, Continental, and US Airways dispatch notices to subscribers of CUT-RATE FARES VIA E-MAIL on unsold seats for the coming weekend. Deals include short-hop round-trips for under \$100 and overseas trips for \$250. Next up: United.

**24. Microsoft – Actimates Interactive Barney) THE THINKING KID'S BARNEY**

Microsoft is betting that kids can't get enough of Barney. The \$109 plush ACTIMATES INTERACTIVE BARNEY plays peek-a-boo and sings on request. Link him to a PC or TV, (\$64 each for the necessary CD-ROM or video) and he talks back, using his 2,000-word vocabulary.



**THE BEST PRODUCTS OF 1998**

**25. Phillips – CD Recorder CDR765) TWIN SPIN**

Now you can put together your favorite tunes on a compact disk. The \$649 dual-deck Philips Audio CD-Recorder CDR765 lets you place a prerecorded CD in one tray, a blank 74-minute CD-recordable disk in the other, and press a button to start recording. You can duplicate a single CD in half the time it takes to play it.



**26. Tiger Electronics – Furby) FUR FROM THE MADDING CROWD**

Nobody enjoys getting dragged through crowded stores by a kid hell-bent on owning the latest hot toy. But if you nab Tiger Electronics' gremlin-like Furby, expect hours of weird amusement. Furbys talk, giggle, burp, and goof on each other. The dolls are scarce, but you might find one on the Net for five times the \$35 price.



### 27. Apple iMac) FRESH APPLE

The eye-catching design of Apple Computer's iMac is only part of the story. In engineering this \$1,299, all-in-one Macintosh, Apple rethought the personal computer, stripping it down to its essentials and coming up with a considerably simplified machine that's ideal for first-time buyers. In the process, Apple caught the public's imagination, created a hit, and revived its own flagging fortunes.



### 28. Yamaha – Silent Electronic Violin) SAW AWAY

Violinists who want to practice without disturbing the neighbors will appreciate Yamaha's Silent Electric Violin. Yamaha replaced the internal amplification cavity of a wood violin with a battery-powered processor. You listen to yourself on headphones; just hit the "reverb" switch to make it sound as if you're playing Carnegie Hall. To perform a duet with Isaac Stern, connect the \$695 SV-100K to a CD player.



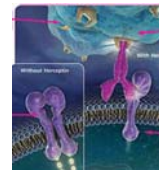
### 29. High-definition TV) HIGH-DEF JAM

High-definition TV broadcasts began on schedule in November. The format is wowing the minuscule percentage of viewers lucky enough to get near a \$7,000-and-up HDTV set from Panasonic, Mitsubishi, Sony, Toshiba, and others. But don't expect HDTV to work with your cable system. Consumer Electronics Mfg. Assn.:



### 30. Genentech – Herceptin) CANCER BLOCKER

Genentech's Herceptin is the first drug to target a cancer-causing genetic defect. It blocks a gene found in 30% of breast-cancer victims.



### 31. A.T. CrossPad) JOT MATRIX

You write; it remembers. The \$399 CrossPad from A.T. Cross picks up radio signals from a special pen as you write or draw on paper and generates a digital image. IBM software lets you transfer scribbles to a PC. It uses handwriting recognition to index keywords in written documents.



### 32. Case – MX Series Magnum) PEERLESS PLOWMAN

Tractors don't usually make you think of video games--until you climb aboard the Case MX Series Magnum. A touchscreen computer and satellite technology make it easy to navigate precisely through a field and adjust plowing and planting on the fly. The tractors, from \$86,200 to \$140,200, are as easy to drive as the smoothest Japanese sedan.



### 33. Sony – Vaio 505) LOVABLE LAPTOP

It's one of the sexiest computers on the market. Plus, the Sony Vaio 505 sets a new standard in laptop computer portability. Although it's under three pounds and less than an inch thick, this minimarvel sports a 10.4-





inch display and--your fingers will be happy--a nearly full-size keyboard. The latest version, the \$2,000 505FX, features a 266-MHz Pentium processor, 32 Mb of RAM, and a 4-Gb hard drive.

**34. MindStorms Robotics Invention System) IT FOLLOWED ME HOME...**

Many LEGO toys move, but the MindStorms Robotics Invention System is something else. The product of LEGO's ties to MIT, it lets kids design robots that can follow a trail and avoid obstacles. The \$200 system uses a microcomputer that can be programmed by attaching it to a PC.



**35. Sandia Peak – women hiking boot) NO-HITCH HIKER**

The Sandia Peak is a \$115 hiking boot for women, in sizes 5 to 11, that fits as well as Cinderella's glass slipper. Seattle boot manufacturer Montrail created a boot that accommodates lower calf muscles, fits a narrow heel, and is lightweight.



**36. Bosch – World 718) NO PLACE TO HIDE**

Several mobile phones let callers reach you around the globe by dialing a single number. Germany's Bosch introduced a \$300 World 718 phone that works in the U.S. and 39 countries. Motorola has unveiled a \$3,000 Iridium satellite phone that operates anyplace in the world.



**37. Softbook) ONE-INCH BOOKSHELF**

Readers who download titles from the Net onto compact electronic books can search and annotate text with a stylus. Cyber booksellers such as barnesandnoble.com sell titles at 20% off retail. As with most things digital, prices for the \$600 SoftBook and \$499 NuvoMedia Rocket EBook should fall.



**38. Yamaha – YZF1000R1) VROOM! VROOM!**

Lightweight meets awesome power. Yamaha's YZF1000R1 weighs just 390 pounds, but its four-cylinder, 150-hp engine gets you 1/4 mile in 10.1 seconds. The R1 costs \$10,199 and is best suited for experienced riders.



**39. Dragon System – Naturally Speaking) GREAT DICTATOR**

Dragon Systems' \$299 NaturallySpeaking Mobile package lets you dictate up to 40 minutes of notes into a digital recorder, connect it to a PC, and have speech-recognition software convert your words into text. You'll have to fix spellings and make other corrections.



#### 40. Organogenesis – Apligraf) LIVING SKIN BY THE YARD

A new era in regenerative medicine has arrived: the first off-the-shelf human tissue. Apligraf is living skin for patients with leg ulcers. Its maker, Organogenesis, turns infant foreskin cells into acres of skin that can be cut to fit and grafted onto any patient.



#### 41. Lexus – RX300) LEAPING LEXUS

Toyota's Lexus division came up with a refined alternative to trucklike sport-utility vehicles: the high-styled RX 300. It boasts all the amenities and the handling of a luxury car, and a \$32,000 price tag. A big hit, it's now the best-selling vehicle in the luxury carmaker's line.



#### 42. Colgate – Total) BRUSH HOUR

Total is eating up the competition. The ``first obsessive-compulsive toothpaste," as Colgate-Palmolive calls it, has an antibacterial agent that works between brushings.



#### 43. Volkswagen – Bug) A BUG'S (SECOND) LIFE

After a 20-year absence from the U.S., Volkswagen reintroduced the Bug, reinterpreted to blend nostalgia with the hectic here-and-now. The \$16,425 Beetle retains its cute bubble shape--but now has a heater that actually works.



#### 44. Gillette – Mach3) YOU LOOK REAL SHARP

Gillette spent some \$1 billion developing and marketing its new triple-bladed razor, Mach3. While the \$1.60 cartridge made critics gasp, consumers loved the gee-whiz technology, including the thinnest blade edge ever. After five months, blade and razor are No. 1 sellers.



#### 45. Panasonic – Portable DVD player) PLANE VIEW

Now you can watch a full-length movie on a plane even when the airline isn't showing one. Panasonic's DVD-L10 is the first portable gizmo to play digital videodisks. You view the film on a 5.8-inch-wide LCD display and listen through headphones. Batteries inside the \$1,300 unit will run for two hours, enough to last through most Hollywood hits.



#### 46. Sony – Ruvii) GROOVY RUVI

Remember when carrying a camcorder felt like hauling luggage? Those days are history. The \$799 Sony Ruvii is about as big as a compact point-and-shoot camera. It stores up to a half-hour of video and sound or up to 350 still images, each accompanied by audio.



### THE BEST PRODUCTS OF 1999

**47. Olympus – Eye Trek) In-Your-Face Video**

Hooked to a video source such as a digital videodisk player, the \$899 Olympus Eye-Trek gives the impression of viewing a 52-inch screen from 6 1/2 feet away while you listen to stereo sound.



**48. Jaguar S-Series: Jazzy Jags**

The slinky curves are vintage Jag, and the 281 horsepower V8 purrs. By sharing key components with parent Ford's Lincoln ls sedans, Jaguar was able to keep the S-Type's price down to \$42,500 for the V6 version and to \$48,000 for the V8. The gorgeous sedan is luring new buyers to Jaguar.



**49. Kozmo.com: Dot.Coms for Lazybones**

Couch spuds, rejoice. Services such as New York-based Kozmo.com and Urbanfetch deliver all the necessities for a weekend veg-out--magazines, junk food, videos--in under an hour, they say. Kozmo is moving into new cities, recently adding Washington, while Urbanfetch is enlarging its menu of services, even selling electronics, should you need a Sega Dreamcast pronto.



**50. Viactiv: Candy That's Good for You**

Talk about guilt-free indulgence. A chewy Viactiv candy (\$1.99 for 12) packs 500 milligrams of calcium, half the minimum daily requirement for women. That's good news for women over 30, the majority of whom get too little calcium, according to studies. The chocolate and caramel flavors are tasty, and at 20 calories each, this candy won't bust your diet.



**51. Custard – Close-fitting bags: A Brand New Bag**

Close-fitting bags, like this one from Custard, let teens fish one-handed for books, phones, or whatever they carry. Based on the sacks bike messengers tote, the bags have a sleek profile so you don't slam buddies when you turn. Dozens of companies are cranking out these bags, which range in price from \$30 for a nylon model to over \$300 for one of fine leather.



**52. TiVo) Replay's the Thing**

We now interrupt this broadcast...because we can. The TiVo digital recorder puts a tv broadcast on hold and picks up where you left off, even as the show is being aired. It learns and automatically records shows you watch regularly. TiVo holds 14 hours (\$499) or 30 hours (\$999) of shows. The subscription fee for computerized program listings is either a one-time \$199 or \$9.99 a month.



**53. Sony's Aibo) All Bark and No Fleas**

It won't exactly replace Rover, but Sony's Aibo has 18 motors that help it walk, sit, crawl on its belly, wave good-bye, and play ball. This robo-pup also responds to a pat with happy green eyes or a smack with angry red eyes. At \$2,500, it may cost more than a litter of retrievers, but at least it won't chew your slippers.



**54. Glaceau – fruit water) Barely There Fruit Juice**

More un-cola than the Uncola, this cult hit blends subtle fruit flavors, such as honeydew and lemon ginger, with distilled water for a zero-calorie, all-natural quaff. Glaceau is enhanced with calcium, magnesium, and potassium to promote rapid hydration. A 20-ounce bottle sells for \$1.29.



**55. Apple – wireless connection) Airmail for Apples**

The Apple Airport links your Macintosh computers without wires. Lucent-designed radio transmitters in the \$299 base unit, which is attached to your main computer, and in \$99 cards you insert in laptops can send a speedy 11 Mb per second through walls and up to 150 feet away. As many as 10 Macs can share an Airport. Go ahead, e-mail from the garden.



**56. QX3 Computer Microscope) A Digital Microscope for the Home**

The QX3 Computer Microscope might inspire kids to ask for more science homework. The scope connects to a PC, allowing budding scientists to look at images at magnifications of 10, 60, or 200 times actual size. Digital images can be manipulated, put into school reports, or made into time-lapse movies. The \$99 device requires a minimum 200-MHz computer and Windows 98. ([www.intelplay.com](http://www.intelplay.com))



**57. Microsoft – IntelliMouse) The Mouse That Roars**

The Microsoft IntelliMouse with IntelliEye has no roller-ball mechanism to wear out. An optical sensor that scans 1,500 times a second detects movement of the mouse to position the cursor precisely where you want it. The \$75 IntelliMouse Explorer comes with silver finish and a nifty red taillight. The \$55 version isn't as fancy but works just as well.



**58. Mercedes-Benz – S-class) Bouncier Benz**

Mercedes-Benz's flagship S-class sedans are svelte and fleet--remarkably trimmed down from their zaftig, overpriced predecessors. Handling is a delight, and the interiors are plush and packed with high-tech gadgetry. Even with a powerful V8 engine, the S-Class meets ultralow emissions standards. The S430 starts at \$69,700, while the more popular S500 begins at \$77,850--nearly \$10,000 below its predecessor.



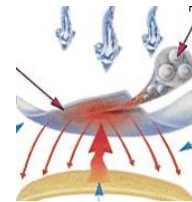
### 59. Cox-inhibitor drugs) Pain Drain

Cox-2 inhibitor drugs, such as G. D. Searle's Celebrex and Merck's Vioxx, are among the new analgesics used to treat osteoarthritis and rheumatoid arthritis in adults. Cox-2 drugs inhibit a protein that causes the inflammation associated with arthritis pain, but they're easier on the stomach than aspirin or ibuprofen.



### 60. Outlast fibers.) Fibers That Blow Hot and Cold

Outlast fibers, which have recently been made supple enough for light fabrics, absorb body heat in microencapsulated paraffin, then release the heat when the body chills. So Outlast clothing cools skiers bombing down slopes and warms them on lifts. The fabric is good for anyone exposed to quick temperature shifts. Like mall rats scuttling from hot stores to cold cars.



### 61. Nissan – Xterra) Road Warrior

Making no excuses for its back-to-basics philosophy and truck-like ride, Nissan's Xterra has been a hit with Gen Xers from the day it was launched. The aggressively styled sport-ute starts at just \$17,600. But outfitted the way younger consumers want, with four-wheel drive, bigger wheels, and an ultracool roof rack, the Xterra's price can push \$23,000. Still, Nissan has had to hike production by 50% to keep up with demand.



### 62. Advantium – Oven) The Browning Version

The \$1,300 Advantium combines a 950-watt microwave with 4,500 watts of halogen lights for an oven that can cook and brown food in record time--a whole roasted chicken takes 25 minutes. The 30-inch, above-the-cooktop oven comes pre-programmed to prepare more than 100 meals but can be operated to custom specifications as well. A wall-mount version will be available next year. The interior is stainless steel, and the specially designed bulbs include a 10-year parts and labor warranty. Think of it as a tanning booth for turkeys.



### 63. Roadside Rescue) Last-Chance Gasoline

A \$14.99 half-gallon of Roadside Rescue, an 88-octane fuel additive, gets you 10 extra miles when you're out of gas, yet it can be stored safely in a hot trunk. The additive becomes volatile when mixed with gas residue in the tank, and it works only in hot engines.



**64. Sprint – Touchpoint) The Web, Wherever You Go**

It's not the fanciest or smallest wireless phone that can link to the Net, but it works reliably. The Sprint Touchpoint Web phone gets analog and digital service. It was so easy to use that we could check an Ameritrade account on the Net sans instructions.



**65. Visor) A Handier Cybertool**

The Visor uses the same operating system as the Palm Pilot, yet has more memory and costs less--from \$150 to \$250. A slot on the back accepts modules that turn the Visor (shown with Stowaway keyboard) into a global positioning system receiver, an MP3 digital music player, and other gizmos. Call it the Swiss Army knife of palm computers.



**66. Procter and Gamble – Dryel)...No Lost Receipts**

Procter & Gamble's Dryel home dry-cleaning kit (\$9.99) can save you money and a trip to the neighborhood laundry. Clothes go into a bag in your dryer with a treated pad that whisks out odors. You handle spots with a cleaner you apply directly to the stain. But you still have to iron out the wrinkles. Dryel works great for refreshing sweaters, and you can have your wool suits cleaned whenever it suits you.



**67. Netpulse – Net while exercising) Click for the Burn**

Netpulse Communications has outfitted Lifecycles, Stairmasters, Precor Elliptical Fitness Crosstrainers, and Tectrix ClimbMax Steppers with screens and Net access. The monitors let you surf while you virtual bike or climb. The setup includes TV and CD player. Netpulse awards points for exercise time, good for air miles or personal training sessions. Available in 400 gyms.



**68. BMW – X5) Bimmer Beauty**

BMW calls the \$49,970 X5 a "sports activity vehicle" to distinguish it from its more brutish truck-based rivals. Powered by a 282-horsepower V8, the X5 handles winding highways and rutted dirt tracks with equal aplomb. The comfy ride, plus loads of leather and wood trim, remind you this South Carolina-built Bimmer is a luxury vehicle, too.



**69. General Mills – spoon for yogurt) Creating a Stir**

Yogurt makes a good on-the-go snack, but you don't always have a spoon handy. So General Mills put a sturdy, snap-together spoon right in the lid of 8-ounce containers of Colombo yogurt. Designed by Taiwanese inventor Shou-Li Huang and licensed by Coda International in Pleasantville, N.Y., the spoon may soon be on a variety of other snacks. So long, flat wooden spoons.



### 70. Sega Dreamcast) Games with Dreamy Graphics

With 128K of computing power, Sega Dreamcast boasts game graphics that can whup those 64K systems the way Sonic the Hedgehog beats on evil Dr. Robotnick. At \$200, it can do damage to a teenage allowance, too. Games such as Sega Sports NFL 2K and Soul Calibur, two of 40 available, range from \$39 to \$49.



### 71. Credit card with Chip) Blue Chip Security

The American Express Blue Card not only looks computeresque with its blue-and-white translucent design, it makes Web shopping faster and safer because of its built-in security chip. For online purchases, the card must rest in its holder, which reads the chip and is attached to a PC. The card can automatically send payment and mailing instructions to e-tailers for you.



### 72. Polaroid – Joycam) Say ``Cheap''

There's something about an instant photograph: Maybe it's that you can see at once if anybody blinked when the flash went off. But the curvy good looks of the \$25 Polaroid Joycam will have your subjects smiling broadly for the camera. A 10-exposure pack of Polaroid 500 film produces pocket-sized snapshots and costs only \$9.99. At that price, you can probably afford to take another shot just in case the first one didn't turn out.



### 73. Nike – Air Zoom) Custom Kickers

The Air Zoom M9 was designed with women, for women. Nike created the \$120 women's cleats with soccer superstar Mia Hamm. Her request: shoes that won't stretch when wet. The result is the first women's soccer shoe with the KNG-100 synthetic upper, reputed to give more kicking control.



### 74. Stihl's chainsaw) Trimming the Tree

What's worse than trimming branches from atop a teetering ladder? Try it with a chainsaw. Stihl's \$599.95 HP75 puts a chainsaw blade on a pole that extends from 7 1/2 feet to 11 1/2 feet, with the 16-pound 1.27 HP engine at the base as counterbalance.



## THE BEST PRODUCTS OF 2000

**75. Honda-Insight) GREEN MACHINE**

At last--an enviro-chic car. Honda's \$20,000 two-seat Insight runs on a gasoline engine/electric motor combo and gets up to 70 mpg. Honda will build 6,000 cars next year. Rivals have come up with hybrids or plan to do soon.



**76. Metricom – modem) NO STRINGS**

Metricom's Ricochet modem (\$99 to \$300, plus \$70 to \$80 monthly) hooks into your laptop and lets you surf the Web wirelessly at 128 kbps--twice the speed of dial-up modems. The service is in only a dozen or so U.S. cities, but next year it should be in 46 markets.



**77. Electronic Arts – Sims) MEET THE SIMS**

Get a life--or several--from Electronic Arts' The Sims, a \$40 game in which players create neighborhoods, right down to the quirky personalities of the inhabitants. Enthusiasts post free homemade enhancements on the Web--download Elvis Presley and introduce him to your 'hood.



**78. Italjet – Velocifero) FAST LANE**

The \$3,150 Italjet Velocifero is the anti-Harley. The five-horsepower, two-stroke scooter merely sips gas, getting around 50 mpg. The refined, stylish model is also in the permanent collection of the Museum of Modern Art. (www.italjet.com)



**79. Coolpix 880) BUENA VISTAS**

Casual shutterbugs will love the Coolpix 880 digital camera. The 3-megapixel point-and-shoot digicam (\$699) automatically sets up tricky shots like sunsets and fireworks. One peeve: It doesn't take standard batteries, so you'll need Nikon's \$100 ``optional'' battery and charger.



**80. Razor) HOT WHEELS**

The hippest way to go this year was the Razor (\$99, \$129, \$149). Nasty spills led the Consumer Products Safety Commission to recommend that users wear helmets and pads, but Razors still race off shelves. (razorusa.com)



**81. Paytrust – electronic bill pay) PAY IT FORWARD**

Paytrust goes online bill-paying one better by also receiving bills electronically--all for \$8.95 a month. It'll even nag you by e-mail when payments are due.



**82. Ford – Focus) SHARP FOCUS**

Who would have guessed this replacement for the banal Ford Escort would hit it big with trend-setting youth? But Ford promoted the \$13,000 Focus to aftermarket parts shops that milled cool add-ons.





**83. ifilm) I-CANDY**

Video-compression technology has made a festival of short films available online, free. Ifilm.com offers fare rated G to X. (Check out the action movie 405.) Icebox.com has provocative cartoons, and Heavy.com specializes in parodies.

**84. Dilberito) CUBICLE CUISINE**

Scott Adams, the famed Dilbert cartoonist, pined for a convenient vegetarian meal. The result: the Dilberito, a tasty \$2.70 meatless burrito fortified with 23 vitamins and minerals. ([www.dilberito.com](http://www.dilberito.com))



**85. Alpine Power – Nav) NEW DIRECTIONS**

The Alpine Power NAV, coupled with a multimedia station, puts an electronic map on your dashboard. The GPS-guided navigator has voice prompts at turns and exits and can route you around jams. The DVD unit and screen cost about \$3,300.



**86. BMW – Z8) BURNING UP THE AUTOBAHN**

The BMW Z8 can really haul. The \$130,000 roadster's 394-hp, V-8 engine powers a lightweight, all-aluminum body. And it goes from zero to 60 mph in about 4.7 seconds. The only trouble: BMW plans to sell only 400 in the U.S. In fact, dealers have auctioned the car off for as much as \$250,000. That lends new meaning to the phrase ``it's going fast.''



**87. 3 Com's – Audrey) PRETTY BABY**

3Com's snazzy Net appliance, Audrey, simplifies Web access. Plug it into an electrical outlet and a phone jack, tap on the screen, and you can send e-mail, view Web pages, even coordinate with a handheld computer's calendar and address book. It's a pricey \$499.



**88. BlackICE Defender) PUTTING HACKERS ON ICE**

Twenty-four-hour Internet connections such as DSL and cable modems give computer hackers constant access to your machine--even when the browser is turned off. A \$40 software program, BlackICE Defender, creates a barrier for unwanted visitors. Installation now requires just one set-up screen to put protection in place on most Windows machines.



**89. Polar Elector – heart-rate monitor) THE BEAT GOES ON**

Polar Electro's newest heart-rate monitor, the S210, records performance based on heartbeats, not on time spent exercising. It estimates oxygen uptake--crucial to jocks--but even a flabby novice can use the \$180 device. Sit for five minutes; it calibrates your training range.



**90. ZoZa.com apparel) HIKER CHIC**

ZoZa.com offers a unique line of high-fashion apparel made exclusively of fabrics found in outdoor wear. They're comfortable, wrinkle-free, machine-washable, and, yes, even attractive. Among the offerings are a \$250 evening dress that rolls up into a bag and a \$245 fleece blazer suitable for office wear or hiking. For the gadgeteers, there are even shirts and jackets with hidden pockets for cell phones.



**91. Intel – Sound Morpher) FUNNY NOISES**

The \$50 Intel Sound Morpher can help your kids make fun of you. The device records sounds that can be altered by, say, adding an echo or changing pitch. Your darling children can load your nagging voice onto their computer and then edit the words, so that "Didn't I tell you to clean your room," comes out "I didn't tell you to clean your room."



**92. Faber-Castel – pencil) THIS PENCIL IS MIGHTIER**

**THAN...THE PENCIL:** Germany's Faber-Castell has succeeded in improving the lowly pencil. The \$1 Grip 2001, in cool silver and black instead of mustard yellow, sports an ergonomically designed triangular cross-section. Raised dots give the pencil a nonslip surface that's easy on the fingers.



**93. IBM – T21) LITTLE BLUE**

The T21 is IBM's thinnest, lightest laptop yet. At 5 pounds, the \$2,649 ThinkPad offers up to a 14-inch display, a Pentium processor up to 850 MHz, and a running time of about three hours on a charge. Cool feature: a little light that illuminates the keyboard.



**94. Chrysler – PT Crusier) CULTMOBILE**

Before most consumers saw the retro-styled PT Cruiser in person, the waiting list was 300,000 long. The car has achieved cult status, with owners who prize its raffish looks. Chrysler put off thousands of orders until 2001 because it can't keep up with demand.



**95. J&J – Novoste) OPEN WIDE**

Stents, those small coils that prop open arteries after angioplasty, are lifesavers. But for one out of every six U.S. patients--100,000 yearly--the stents become clogged with scar tissue. Both Johnson & Johnson and Novoste have a solution: a process to apply radiation around the stent to impair tissue growth and prevent those clogs.



**96. Sony – PlayStation 2) GAME ON**

The Sony PlayStation 2 not only plays rip-roaring games, but the \$299 console includes an expansion bay for a hard drive, will eventually link online with other gamers, and will have a browser for limited Web surfing.



**97. Omnisky – wireless PDAs) SNAP-ON INTERNET**

How to out-Palm VII the Palm VII? OmniSky provides loads of wireless functions for the Palm V and the Handspring Visor, including all the special wireless applications developed for the Palm VII. Plus, it lets you fetch mail from any standard Internet service and browse the Web. The wireless modem costs \$99 with a \$200 rebate (through Jan. 31). Unlimited service is \$39.99 a month.



**98. Honda RC51) HOTTEST THING ON TWO WHEELS**

Honda set hearts racing when it priced its RC51, the street-legal version of its champion Superbike-class racer, at \$9,999. It practically sold out before hitting showrooms in early 2000. The 126-hp V-twin-powered bike will reappear in 2001 for \$10,999.



**99. LG – LGI 3000W) SCREEN GEM**

The LG Electronics LGI-3000W phone looks ordinary until you flip the cover and see that it's also a pocket organizer. With a screen three times that of most phones with displays, the \$400 LG is great for reading e-mail. With a stylus, you tap into its organizer features.



**100. IDEO – Health Buddy) WHAT'S UP, DOC**

Health Buddy, from IDEO Labs and Health Hero Network, can help medicos monitor patients. The device, which plugs into a phone jack, might ask a question of a patient, who in turn responds by clicking the buttons, sending the doc an instant update.



**101. Apple G4 Cube) APPLE CUBED**

The Apple Computer G4 Cube (base price, \$1,799) is remarkable for its size--9.8-by-7.7-by-7.7 inches. Drawbacks: It doesn't allow for internal peripherals, and the reset button is on the bottom.



**102. Visudyne) SEEING IS BELIEVING**

A simple drug and laser therapy, Visudyne, offers the first treatment to slow down age-related macular degeneration, a leading cause of blindness in the elderly.



## THE BEST PRODUCTS OF 2001

### 103. Microsoft – operating systems for PDAs) Pocket-Size Behemoth

Pundits like to say it takes Microsoft three tries to get it right. Pocket PC 2002 is Microsoft's fourth try at making an operating system for handheld computers--and it's a winner. While products based on Palm software still dominate, Pocket PCs such as the Compaq iPAQ 3800 and the HP Jornada 565 have a growing appeal to high-end buyers.



### 104. Payroll Cards) Plastic Paycheck

"Payroll cards" let folks with no bank account have their paychecks deposited into a Visa account. Pioneered by Visa member bank First Tennessee Bank, they save check-cashing fees and work like debit cards in ATMs and stores.



### 105. General Mills – Hamony) Breakfast of Heroines

Harmony, a new low-fat cereal from General Mills (\$3.69) comes fortified with femme-friendly calcium, folic acid, and iron, along with the usual toasted wheat, rice flakes, and vanilla-almond oat clusters. Critics cry gimmick, but consumers say: Vive la difference!



### 106. Apple – Powerbook) A Portable with Polish

The best thing you can say about the aesthetics of most computers is that they are inoffensive. Not so the Apple PowerBook G4 laptop: Clad in a striking titanium case, it's a beauty. The PowerBook, which starts at \$2,199, is highly functional, too, with an unusually wide 15-inch display that sets a new standard for portables.



### 107. Suzuki – GSX R1000) For Keeping Fast Company

The Suzuki GSX-R1000 motorcycle quickly became the benchmark in the highly competitive "liter-class" division of sport bikes. The 4-cylinder, 144-horsepower machine is capable of rocket-like acceleration and precise corner-carving in the hands of an experienced rider with \$10,399 to spend.



### 108. Samsung – I300) Handheld Chic

The Samsung I300, \$499 from Sprint PCS, combines the functions of a wireless phone with those of an upscale Palm organizer. No keypad here. Dial by speaking a name or number or by tapping the screen.



**109. Microsoft's Xbox) Xbox Hits the Bull's-Eye**

Microsoft's \$299 Xbox packs a wallop in the high-stakes video game shootout. It's a serious gamer's dream with cutting-edge graphics, hard-disk, and DVD player. Extra-cost add-ons are a turnoff, though.



**110. Equifax – Credit Watch) Got to Give 'Em Credit**

Ever check your credit report for accuracy? With Credit Watch (\$49.95 per year), credit bureau Equifax monitors your report nightly--and e-mails you if there has been any unauthorized activity. That way, you'll know when something's amiss.



**111. General Motors – TrailBlazer) A Trailblazer to Beat**

General Motors finally has an SUV to challenge the Ford Explorer. The Chevy TrailBlazer (\$26,000 to \$34,000) is bigger, brawnier, and better styled than the Blazer. The six-cylinder, 270-horsepower engine is more powerful than the Explorer's and more fuel efficient, too.



**112. Novartis – Gleevec) Sharpshooting Cancer**

Novartis' Gleevec represents a huge victory in the war against cancer. The drug, approved by the Food & Drug Administration in May for chronic myeloid leukemia (CML), is the first of a huge number of oncology drugs in development that precisely target cancer cells without harming healthy tissue. CML is a rare disease, but the drug also shows promise against stomach, lung, and brain cancers.



**113. First Alerts – SA302) A Smarter Smoke Alarm**

Ever been cooking when the smoke alarm started shrieking? Now you no longer have to stand on a chair to shut it off. First Alert's \$25 SA302 model can be silenced with any remote control. In a real emergency, increasing levels of smoke will reactivate the alarm.



**114. P&G – Bounty in a Box) Absorbing Development**

The "quicker picker-upper" just got even quicker. Procter & Gamble's Bounty-in-a-Box (\$1.19) puts a new spin on paper towels, folding 40 individual towels into a tissue-like box. The thinking: Spills happen all over the house, not just in the kitchen. Accordingly, P&G has rolled out nine different box designs.



**115. Skyroll – duffel bag) Executive Duffel Bag**

In time for airlines' new one-carry-on rule comes a combination garment and duffel bag. Based on the principle that rolled-up clothes arrive with fewer wrinkles than folded ones, SkyRoll (\$170) is two bags: a detachable garment bag rolls around the duffel, held by Velcro strips and plastic fasteners.



**116. Nissan – Altima) A Nissan with Flair**

Refined. Reliable. Stodgy. That's the typical Japanese family sedan. Nissan is out to change that with its all-new 2002 Altima (\$17,000 to \$29,000), a car with enough flair to grab your attention. It's no slouch in performance, either.



**(117. Hitachi – DZ-MV100A) Handheld Home-Movie Studio**

It's the ultimate in camcorders. Hitachi's Emmy-winning DZ-MV100A records onto a DVD instead of tape. The advantage? You can edit your home movies directly on the \$2,000 camcorder or on a TV screen using the camera's remote control.



**118. Apple – iPod) Pocket Jukeboxes**

Apple's sleek iPod digital music player is making Mac fans the envy of the PC world. The size of a pack of cigarettes, the \$399 iPod can download 1,000 songs from Mac machines and play nonstop for more than 10 hours (800 692-7753, ipod.com). Panasonic's \$299 SV-SD80 e-wear player can hold only an hour or two of tunes, but makes up for it with its diminutive size.



**119. BMW – minis: Mighty Mini**

Where the Minis of old were affordable transportation, the new Mini is affordable fun. BMW took the old British nameplate and transformed it into a \$22,000 sports car now sold in Europe. Due out in the U.S. in March, the Mini offers as much of BMW's



"ultimate driving" as you can get in a car that has 115 horsepower.

**120. Equator – Round fridge) A Fridge in the Round**

Equator throws a curveball to the icebox world. Its Round Refrigerator (\$3,495) features pull-out, lazy-Susan-style shelves--no more unpacking the whole fridge for those leftovers in the back. But where do you put the magnets?



**121. ReplayTV) Commercial-Free Zone**

The movie studios and TV networks have hauled it into court, but ReplayTV (\$699 to \$1,999) is taking digital video recorders to the next level. Not only can you record up to 320 hours of TV programs, you can also e-mail them to friends. Better yet, the recorders automatically snip the commercials from the shows.



**122. Nintendo – Game boy Advance) Game Boy's Winning Makeover**

Nintendo took 12 years to overhaul its seminal Game Boy system, but Game Boy Advance (\$100) is worth the wait. The horizontal handheld features a 32-bit processor, a bigger screen, and better sound. It plays old Game Boy and Game Boy Color titles and hooks into the new GameCube.



**123. Listerine – PocketPaks) Fresh Breath to Go**

Mouthwash on a strip of film? The idea behind Listerine PocketPaks (\$1.49 for 24 stamp-size starch-based strips) takes some getting used to. But they're more discreet than chewing gum.



**124. Kodak – EasyShare) Digital Delight**

Kodak's EasyShare digital cameras (\$180 to \$250) are idiot-proof to shoot, plus they make prints and e-mails a cinch. The \$80 docking station moves your shots to your computer.



**125. Microsoft – Windows XP) Crash-Proof Software**

Windows XP (\$100 to \$200) combines the stability of Windows NT, Microsoft's corporate product, with easy-to-use software suitable for home use. The result promises to make crashes a thing of the past.



**126. Infocus – LP 130) Portable Presentations**

Not long ago, portable video projectors for business presentations weighed 10 pounds and cost \$10,000. Now, there's the InFocus LP130. The \$3,700 unit weighs 3 pounds and can share a bag with your laptop. Turn your den into a home theater.



**The Best Products of 2002**

**127. T-Mobile – Sidekick) A HANDY HANDHELD**

Most wireless handhelds are designed for business, but the T-MOBILE SIDEKICK (\$199) is built for fun. The multi-talented gadget has a flip-around screen, Web browsing, e-mail, and even a plug-in camera. It's fair as a phone, but the price is right (800 937-8997, t-mobile.com).



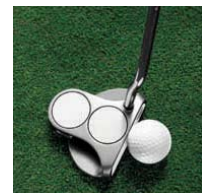
**128. Nissan – 350Z) RETURN OF THE Z**

After a six-year hiatus, Nissan's famed Z sports car is back. Strictly a two-seater, the 350Z snorts and bucks like a racehorse confined too long, yet rides comfortably enough for long trips. If you have the luck to get some Z time on a track, you'll be crowing about it for months. The 350Z COUPE (\$27,000-\$38,000) will be joined by a convertible next year.



**129. Callaway – Odyssey putter) STRAIGHT SHOOTER**

The buzz in golf circles this year is over Callaway's reinvention of the lowly putter. The ODYSSEY WHITE HOT 2-BALL (\$170) has two golf-ball-size white disks atop its head that help golfers line up a straight path to the hole.



**130. Epson – Stylus Photo) PHOTO FINISH**

If you're serious about digital photos, here's the inkjet printer for you. The EPSON STYLUS PHOTO 2200 (\$700) uses seven archival inks for vibrant colors and resistance to light.



**131. Forever Flashlight) THIS LITTLE LIGHT OF MINE**  
Shake the FOREVER FLASHLIGHT (\$30-\$40) back and forth for 20 or 30 seconds and you generate enough power to shine the light



for about five minutes. No batteries are required.

**132. Wilson - A5250) SAFETY MADE SLEEK**

The new A5250 one-size-fits-most youth batting helmet (\$20) from Wilson Sporting Goods is ventilated for comfort and requires a simple tug on a hidden strap to adjust the fit. Kids will groove on the bike-helmet styling.



**133. Apple – Jaguar) THIS JAGUAR PURRS**

Apple Computer's OS X operating system had a half-finished feel when it was released last year. The newest version, called JAGUAR, reestablishes Apple as a leader in software design. It restores the simple networking that has been a Mac hallmark, and makes it easier for Macs and Windows PCs to



work together.

**134. IVL Technologies – ON-Key Karaoke) JOYFUL NOISE**

Now anyone can sing like a pro. IVL Technologies' ON-KEY KARAOKE (\$80) is a tiny sound studio that looks like a microphone. It plugs into your TV to show lyrics and alters your voice so you hit every note. It comes with 50 songs and a USB port to download more at 99 cents each.



**135. Dutch Boy's – Twist and Pour) LOOK MA, NO DRIP**

Imagine a paint can that doesn't take a screwdriver to pry open and a hammer to bang closed. Dutch Boy's new TWIST & POUR plastic container is a square gallon with screw top, integrated handle, and spout. It's lighter in weight than a can and rustproof, too. Why did it



take so long for paint manufacturers to come up with this?

**136. Lodis – Sculptured zipoff overniter) EASY TRAVELER**

Zip through airport security with your one carry-on, and unzip it into three separate bags when you get to your destination. The LODIS SCULPTURED ZIPOFF OVERNITER (\$350) has a main compartment for clothes, a computer case, and a tote for files. You can even zip the tote and laptop bag together back to back to make a briefcase.



**137. Msgeen – Money Savvy Pig) SOME PIG**

The MONEY SAVVY PIG (\$15) has four slots and tummies, labeled save, spend, donate, invest. It's designed to teach children personal finance basics, helping them set goals for money. Parents' Choice Foundation called it the educational toy of the year.





**138. Audiovox – APS 996) WARM WELCOME**

More and more car alarm systems come with remote starters, a hot item in cold climates. AUDIOVOX's APS996 (\$500 installed) goes the next step: Its two-way remote control reports the vehicle's interior temperature back to you on a tiny LCD display on your key chain.



**139. Honda – Pilot) AN SUV WITH PEDIGREE**

Honda borrowed the luxury manners of its Acura line to make its new HONDA PILOT (\$27,000-\$33,000) the mainstream SUV to beat.



**140. Philips – Heartstart) HEART HELPER**

Every year, 250,000 Americans die from a heart attack. The PHILIPS HEARTSTART (\$2,295) automated defibrillator, which requires a prescription, provides voice instructions, and won't fire unless it detects a heart rhythm problem.



**141. Barclay's – iShares) BITE-SIZE BONDS**

Bonds were red-hot in 2002, so Barclays Global Investors came up with a product to capitalize on them: The EXCHANGE TRADED FUND (ETF) for bonds that's tied to a fixed-income index. Like the popular equity versions, bond ETFs are bought and sold like stocks. Barclays' four iShares track a Treasury or corporate-bond index and trade on the American Stock Exchange.



**142. Hunts – Perfect Squeeze) BOTTOMS UP**

Hunt's and Heinz turned the ketchup world upside down with new bottles designed to stand on their caps. With HEINZ EASY SQUEEZE! (\$1.79 to \$2.89) and HUNT'S PERFECT SQUEEZE (\$2.49), there's no watery stuff on top, no messy gunk around the lid. Best of all, there's no shaking, no ``anticipation".



**143. Honda – Interceptor) ZIP CITY**

The all-new 2002 HONDA INTERCEPTOR (\$9,999) picked up its advanced technology from Honda cars. Variable valve timing gives the V-4 engine more grunt at the low end, more oomph at the top, while optional antilock brakes and saddlebags make the sport bike a pleasure to ride.



**144. Saran – Disposable Cutting Sheets) SHARP IDEA**

SARAN DISPOSABLE CUTTING SHEETS (\$3.99 for 20) update the cutting board. A waterproof, absorbent paper backing keeps counters germ-free.



**145. Palm's – Zire) A SIMPLER PALM**

The way to get the stalled market for handhelds growing again is with inexpensive models that replace paper calendars and address books. The Zire's screen has no backlight, and you get a cable instead of a sync cradle. But Palm's ZIRE (\$99) is thin, light, and comes with a built-in rechargeable battery.



**146. Discover – 2GO) LEADING THE CHARGE**

Discover Financial Services puts its credit card on your key chain, where it's easier to get at. To use the teardrop DISCOVER 2GO card, just swivel it out from its plastic key case.



**147. Pentax – Digibino DB) DOUBLE DUTY**

Birders and soccer moms will love these new binoculars from Pentax. DIGIBINO DB 100 (\$300) is a 7X pair of binoculars with a built-in digital camera. It will shoot five frames a second and store up to 100 images that you can instantly review on the flip-up LCD screen.



**148. Minolta – Dimage X) POCKET SHOOTER**

Thin is in for digital cameras, and none is more innovative than Minolta's 2-megapixel DIMAGE X (\$350). An elegant touch: Its 3X zoom lens moves entirely within the camera body.



**149. iRobot – Roomba) MINIMAID**

ROOMBA (\$200), a light-duty vacuum from iRobot, can negotiate its way around a room on its own, sweeping and sucking up little messes in its path.



**THE BEST PRODUCTS OF 2003**

**150. Kawasaki-Z1000) TAKE IT OFF**

``Naked" bikes are all the rage, stripping off the plastic body of a sport bike to show off the beauty within. Kawasaki's Z1000 (\$8,499) is the most aggressive example. It's powered by an engine shared with Kawasaki's flagship ZX-9R, but its striking good looks come from Shunji Tanaka, the chief designer of Mazda's classic Miata roadster.



**151. Ride-On - Carry-On) TRAVELING TOT**

It took a mom (who's also a flight attendant) to come up with this. The \$45 Ride-On Carry-On seat attaches to an 18-to-22-inch tall rolling suitcase so you can tow a child up to 40 pounds. And it fits in an overhead bin.



**152. Starbucks Visa Card) DOUBLE DUTY**

The Starbucks Card Duetto Visa, from Starbucks Coffee and Bank One, is the first prepaid cash card to double as a charge card. The refillable cash card is good at most Starbucks stores, and purchases elsewhere earn Duetto Dollars redeemable for coffee or other Starbucks merchandise.



**153. Cadillac – XLR) SILVER SLEEK ROADSTER**

The new XLR roadster (\$76,200) takes its own twist on luxury, dressing an upscale convertible in the futuristic look of all new Caddies. The XLR has a 320-horsepower V-8 engine and a suspension that adjusts to road conditions, getting squishy on rough surfaces and firm on smooth ones. It's built on the same platform as the next-generation Corvette, which debuts next year.



**154. Head – Liquidmetal series) WHAT A RACKET**

Head has come up a winner with its new Liquidmetal series of tennis rackets (\$200 to \$250.) The key is a super-stiff alloy that doesn't deform under impact. In the racket's head, the alloy adds stability and expands the sweet spot. If you miss the huge sweet spot, the racket is forgiving: Foam in the handle reduces shock and vibrations. Reviewers say this alloy is the most revolutionary development since titanium; players say it has lifted their games.



**155. Trivection – ovens) FAST FOOD**

General Electric's Profile and Monogram ovens with Trivection technology (starting at \$2,349) speed-cook foods with a combination of thermal, convection, and microwave methods. They roast a turkey in half the normal time or bake potatoes in a fifth. You don't need new recipes, either. The smart controls will automatically convert conventional oven temps and cooking times.



**156. Post-it – Super Sticky) STRONG HOLD**

Some 20 years after introducing the original, 3M has backed its new Super Sticky Post-it notes (\$1.88 and up) with an industrial-grade adhesive that won't let go of refrigerator doors, computer monitors, dashboards, or any other vertical surface. They come in new colors, too, including daffodil, orchid, and ocean. Warning: They're strong enough to lift ink off paper.



**157. Palm – Treo 600) PALM OF PLENTY**

It's everything you want in a handheld and fits in a pocket. The palmOne Treo 600 (from \$449 with a wireless plan) features PDA functions with phone, speakerphone, camera, and music player. The display is small but readable. It features a tiny but workable keyboard and can be used one-handed in phone mode.



**158. Fuzeon) AIDS FIGHTER**

All of today's AIDS drugs work by tackling the virus after it has already infected cells. But Fuzeon from Trimeris and Roche Laboratories works by preventing HIV from entering cells in the first place. It's difficult to use -- you must mix it with sterile water and inject it under the skin twice a day -- but it paves the way for a powerful new attack on HIV.



**159. Volkswagen Touareg) SOME SUV**

Volkswagen arrived late to the SUV soiree, but it brought along a stunner. Porsche helped it design the 2004 Touareg (\$35,515), but the VW upstages its more expensive cousin, the Porsche Cayenne. An optional suspension lets it handle bumps and boulders that would stop a Hummer H2. It's also agile for city driving.



**160. Delphi XM Roady) READY TO ROLL**

With coast-to-coast channels and few commercials, subscription satellite radio is the biggest change in radio since FM. There's no easier way to get it than Delphi's Roady (\$120.) This cigarette-pack-size receiver for XM Satellite Radio comes ready to roll, with a snap-on rooftop antenna and a cassette adapter to connect it to your car stereo.



**161. Canon - EOS Digital Rebel) PIXEL PERFECT**

Canon wows photo fans with the Digital Rebel (\$899), the first digital single-lens reflex camera under \$1,000. It has a 6.3-megapixel image sensor, and can use any Canon lens designed for its SLRs. It's as easy to operate as a point-and-shoot.



**162. Schick – Intuition) A CUT ABOVE**

Here's an innovation every woman who shaves her legs has been waiting for: a razor with the soap built in. The Schick Intuition cartridge contains a pivoting triple blade surrounded by a solid skin conditioner that lathers you up when wet (\$8.99 for the razor with one refill).



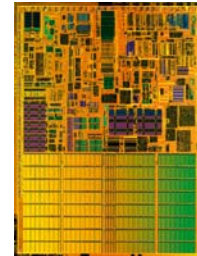
### 163. Aquafresh – Floss N Cap) MAGNUM FLOSS

The dentist says to floss every day, but you forget. Aquafresh puts it right in your hand: Its new toothpastes come with Floss 'N' Cap (\$2.99), 20 yards of mint-flavored floss wound into the tube's cap. You also can snap the dispenser off if you finish the toothpaste first.



### 164. Intel – Centrino) WI-FI POWER

Centrino's power-thrifty Pentium M chip from Intel drives a new generation of fast laptops with better battery life. What's more, its radio link turns wireless networking into a standard notebook feature. That's triggering the explosive growth of Wi-Fi hot spots.



### 165. Dish – Player DVR 921) HIGH-DEF HELP

High-definition TV got a boost from satellite-TV provider DISH Network, which came up with the first digital video recorder for HDTV broadcasts. The \$999 unit can record up to 25 hours of high-def or 180 hours of conventional programming, and gives TiVo-like features -- such as pause and rewind -- to live TV. You can watch one program while recording another, and search DISH's eight-day program guide by keyword to find your favorites.



### 166. Clorox – Bleach Pen) CLEANLY WRITTEN

Stains happen. You've always used bleach on your whites, but Clorox' gel pen (\$2.99) puts the bleach where you want it on striped and patterned fabrics. It also lets you erase mold and mildew from between tiles in the shower. Kids will love it, too, but not for cleaning -- they can use it to jazz up their T-shirts, backpacks, and jeans.



### 167. iTunes – Music Store) PERFECT PITCH

Its quick success attracted a slew of imitators, but Apple Computer's iTunes Music Store remains the class act for downloading music. With an easy-to-use design, a powerful search function, and reasonable restrictions on usage, Apple figured out what the record labels couldn't: how to get people to pay for music over the Net. You can't find the Beatles here, but there are hundreds of thousands of songs for 99¢ each that you can save to your Mac or Windows PC, burn to a CD, or play on your music player -- as long as it's an Apple iPod.



### 168. Nike Slingshot – Golf Clubs) DUFFER'S PAL

If you're a weekend golfer who struggles on the fairway, you might find Nike 's Slingshot irons more forgiving and easier to use than your current clubs. Ten years in the making, the unconventional-looking irons (\$699 with steel shafts; \$799 for graphite) have a special ``bridge" across the back of each club face. That moves the center of gravity well behind the club face, making it easier to get each shot airborne and minimizing any slicing.



**169. Scion xB) SQUARE, YET HIP**

To you, it may resemble a chest freezer on wheels, but the sharp edges and boxy look of the Scion xB (\$14,165) is a hit with Gen Y Californians. Did we mention that the diminutive xB comes standard with virtually everything, including a six-speaker stereo system designed to let you not only hear the music but also feel it? Scion, a new brand from Toyota aimed at young drivers, will roll out nationally next year.



**170. Nintendo – Game Boy Advance SP) PLAY ON**

Nintendo's SP version (\$100) of Game Boy Advance is the year's hottest game player. The pocket-size, flip-top unit comes with a lighted screen and a rechargeable battery good for 10 hours. Cool colors, too: cobalt, platinum, onyx, and flame.



**171. Logitech – Orbit Webcam) AN EYE ON YOU**

Logitech's elegant Orbit Webcam (\$130) is designed to turn heads -- including its own. Made for video messaging, Orbit's mechanical eye automatically pans side to side and up and down. It also has a built-in mike, and a 9-inch stand that lets it see you eye to eye.



**172. Independent 529 Plan) PAY NOW, ENROLL LATER**

Lock in today's tuition at 230 private colleges with the Independent 529 Plan. Put in \$10,000 and in 2014, you'll have 39% of a year paid for at Princeton, 38% at Notre Dame. Get a refund if your child goes to State U.



**THE BEST PRODUCTS OF 2004**

**173. Oakley – digital sunglasses) Thump sunglasses**

Oakley brings a new dimension to high-performance eyewear: sunglasses with a digital audio player built in. The 256-megabyte version (\$495) holds 120 tunes and the battery plays for six hours between charges. Earpieces -- and lenses -- pivot out of the way when you don't need them.



**174. Roku –Soundbridge) MOVING MUSIC**

SoundBridge is an elegant way to get digital music stored on a PC or Mac to play on your stereo. There are two models that differ only in display size (\$250 M1000 shown); both hook up easily to your stereo and computer over a wired or wireless network. Use a remote to pick music off the bright LED display.



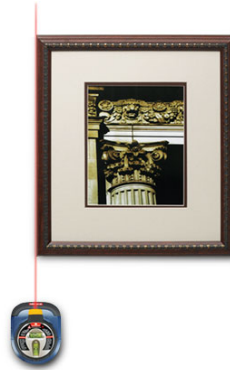
**175. Aliph – Jawbone headset) CELL SENSATION**

It's hard to use a cell phone in the noisiest places -- moving cars, airports, and shopping malls -- because the background noise often drowns out your conversation. The Aliph Jawbone headset (\$150) uses two microphones: One picks up the sound, including your voice, the conventional way. The second rests on your jaw to sense vibrations, so it knows what part of the sound is talk. Signal processing technology then subtracts out virtually all of the noise.



**176. Ryobi – Airgrip laser level) A STEADY BEAM**

This level uses a tiny vacuum to stick to painted, papered, and paneled walls. The laser is visible for 30 feet and turns 90 degrees for both horizontal and vertical beams. It's \$40, only at Home Depot.



**177. 2004 Honda CRF250X motorcycle) BIG RED GOES GREEN**

Honda built a race-ready off-road bike (\$5,999) that's clean enough to meet emissions rules in 50 states: You can ride it year-round. The fun begins with the starter button, or just kick it the old-fashioned way.



**178. Hewlett-Packard Photosmart R707 digital camera) PRETTY PICTURE PERFECT**

Say good-bye to bad snapshots with this 5.1 megapixel, pocket-size shooter (\$300). It fine-tunes high-contrast photos to bring faces out of shadows. Take up to five shots and see the resulting panorama on the camera's 1.5-inch screen. Red eye? For the first time you can fix it in the camera instead of editing it out on a computer. The dock is \$70 extra.



**179. Maytag – Neptune Drying Center) CLOSET CASE**

Speed-dry sneakers and sweaters in Maytag's Neptune Drying Center (\$1,200), a unique drying cabinet built on top of a traditional tumble dryer. The clothes rod at the top swings in the heated air to remove wrinkles, or use it to freshen up clothes that you'd normally dry clean.



**180. Motorola – Razr V3) ONE SMART PHONE**

With all the goodies stuffed into cell phones -- from cameras to MP3 players -- they've been fattening up. That is, until the Razr rang in. A half-inch thick, it makes Motorola the new king of thin. But this \$500 pocket-pleaser doesn't miss a beat. Designers hid a camera in the hinge, buried a 3D graphics engine beneath the keypad, and jazzed up the speakers. The result? Great acoustics and images from a sharp-looking phone.



**(181. Mini – Coopers S convertible) OPEN-AND-SHUT**

No weekend runabout was as fun as the MINI Cooper S -- until the ragtop (\$24,950) came along. Press once, here comes the sunroof. Press again, the top retracts completely.



**182. Delphi – MyFi portable satellite radio) GOING MOBILE**

Finally, a battery-powered satellite radio you can take with you (\$350; \$10/mo. for XM radio service). Clip it to your belt, hook it up to your stereo, or use it in your car. And you can record five hours of favorites for subways and airplanes where you can't get a signal.



**183. Oral-B – Brush-Ups) BRUSH AND RUN**

Not to offend, but maybe garlic chicken for lunch wasn't such a good idea. Wipe it away with Oral-B Brush-Ups, a disposable fingertip toothbrush that freshens your breath and gives you that just-brushed feeling (\$2.49 for a package of 12). The toothpaste is built in, and no rinsing is necessary.



**184. SBI Enterprises- Flybar 1200) HOPPING GLAD**

The original pogo, from SBI Enterprises in 1918, can't shake a stick at the company's newest model. Flybar 1200 (\$300) has a dozen adjustable rubber thrusters that can get experienced riders up to eight feet off the ground. And unlike spring-driven pogos, you won't bottom out.



**185. RIM Black Berry 7100) BERRY GOOD**

BlackBerrys have been great for e-mail but awkward as phones. Research in Motion solved the problem on its 7100 (\$200 after rebate from T-Mobile) by slimming down the body. The keyboard has two letters on most keys and uses software that guesses what you're typing.





**186. Chrysler 300C sedan) PHAT WHEELS**

What does it take to get hip-hoppers to ditch their SUVs? The Chrysler 300C (\$32,870) has replaced the Hummer and 'Slade as the phattest ride. Its 340-horsepower Hemi V-8 can smoke just about any other car on the road and still get a respectable 25 mpg.



**187. Lance Armstrong bracelet) A FASHION TOUR DE FORCE**

It started as a way to mark cyclist Lance Armstrong's quest for a historic sixth Tour de France win, and to raise \$6 million for his cancer charity. But the \$1 yellow rubber wristband quickly became a fashion must-have. It has sold more than 20 million so far.



**188. Ford – Escape) ENVIRO MACHINE**

Finally, an SUV for the greener-than-thou crowd. Detroit's first gas-electric combo is a compact SUV (\$26,970) that nature lovers can drive to the backwoods without guilt. The four-cylinder hybrid gets 33 mpg -- 50% better than the conventional Escape -- and cranks out nearly as much horsepower as a V-6. Under 25 mph, this cute-ute scoots about town in its silent, all-electric mode. The batteries recharge when you're driving, so you never have to plug it in.



**189. Energizer – Quick Switch flashlight) SWITCHING CELLS**

You won't be caught in the dark when your flashlight goes dead and you can't find batteries that fit. With Quick Switch (\$12), you can use pretty much whatever size you have around. Just pilfer a couple of D cells, C cells, or even those little AAs from a remote control or your kids' toys.



**190. Taylor Made – r7 quad driver) ALL TEED UP -- AND HOOKED IN**

The r7 quad (\$499) comes with four metal plugs that golfers can install to alter the center of gravity of the club's head. Players with a penchant for hitting slices, say, could reposition the screws to the back left -- creating counterbalance to keep their tee shots in play.



**191. DualDisc music CDs) TWO FOR THE MONEY**

There's no question that the extras have turned movie DVDs into best sellers. The music industry is listening up with a new CD format: DualDisc (\$12-\$18) is a disk with a CD album on one side and a DVD on the other for such extras as music videos, interviews, and concert footage. The flip side also repeats the entire album in DVD-Audio or surround sound.



**192. Sony Ericsson – S710) DYNAMIC DUO**

Closed, it works like a digital camera with a 2.3-in., scratch-resistant screen and a shutter button on top for taking high-quality 1.3 megapixel snapshots. Swivel it open, and it's a full-featured cell phone (\$500) for talking, e-mailing, or browsing the Web. Extras include Bluetooth, an infrared port, and a slot for a memory card.



**193. Iron City Beer – Aluminum Bottles) LIGHTEN YOUR LOAD**

Gets cool faster. Stays cool longer. Best of all, it just plain looks cool, too. Leave it to Pittsburgh Brewing to take beer where it's never gone before. The brewer was first in the beer industry to use snap-top cans for its products, and it pioneered the first twist-off caps on beer bottles. Its signature Iron City Premium Lager is the first beer to come in an all-aluminum bottle, made by CCL Container. Just as cool: It's resealable, unbreakable, and lighter than glass.



**194. Apple – iMac G5 computer) FLAT STUFF**

Apple Computer's streak of design hits continues with the newest iMac, an all-in-one desktop built around a 17-in. (from \$1,299) or 20-in. (from \$1,899) flat-panel display. All the electronics, including the superfast IBM G5 processor, an 80 gigabyte or bigger hard drive, and a CD or DVD burner, are hidden behind the screen, which seems almost to float above your desk on its brushed aluminum foot.



**195. Mr Clean – AutoDry car-wash system) OUT, DARNED SPOT**

Drying your car by hand with towels can leave scratches and swirl marks, but if you don't wipe it down you'll end up with a car covered with white spots from the minerals in the water. Mr. Clean AutoDry, a \$20 soap-and-rinse dispenser that hooks up to a garden hose, uses a replaceable cartridge similar to the filters for faucets and pitchers to give your car a final rinse with de-ionized water. The water sheets off, and the car air dries with no white residue.



## Section: BEST of 2005

### 196. Pontiac Solstice roadster)

If you think General Motors can't design hot cars, take a look at the 2006 Pontiac Solstice. With a peppy four-cylinder engine putting out 177 horsepower, this little convertible is a racy, muscular take on the European roadsters of decades past. It's a great value, to boot: The sticker starts at \$19,995 and barely tops \$25,000 fully loaded.



### 197. USPS – Photo on Stamps) YOUR PICTURE HERE

Upload a photo to Stamps.com, and you can have your mug on a stamp valid for U.S. mail. The premium for a sheet of 20 runs from \$5 to \$10 over the cost of the postage, depending on how many you order.



### 198. Nokia – N90) SAY CHEESE!

When it comes to camera phones, the \$400 N90 is in a class by itself. Only Nokia has optics from legendary German lens-maker Carl Zeiss. With a few twists, the phone turns from a clamshell into a camera. It also surfs, plays music, and makes video calls.



### 199. Yamaha – Morphous scooter) HOT WHEELS

At first glance, it looks as if someone stretched a scooter. But Yamaha's \$5,199 Morphous is a factory-built original. The longer, lower, swoopier design affords stable handling, plenty of space for a passenger, and a cavernous trunk (for a scooter, that is). There's enough power, too, thanks to a compact and fuel-efficient 249-cc, 4-stroke engine.



### 200. M&M's – personalized CANDYGRAM

Maybe you just want your own supply of M&M's, personalized with your name. Or maybe you want to send someone else a message and be sweet about it. You get your pick of 15 colors or a combination of any two, and you can compose two separate two-line phrases per order. The price is \$38 for four 8-oz. bags or \$85 for 20 silver tins that hold 1.6 oz. each.



### 201. LandRoller skates) BAD BLADES

These funky-looking skates (\$250), with their two big, side-mounted, angled wheels, are amazingly easy to get accustomed to. The oversize wheels easily roll over obstacles such as rocks or cracks in the pavement that would send many roller-bladders to their knees. The wheel configuration improves stability and control over inline skates and cuts wheel chatter for a smoother ride.



**202. Nintendogs – video game) DOG DAYS**

The first title to take full advantage of Nintendo's DS game system, Nintendogs (\$30) is oddly compelling. Use the touch screen to pet your pooch. Voice recognition lets you train it. And the wireless link allows your puppy to play with other owners' dogs.



**203. Microsoft – Xbox 360) GAME OVER**

Besides the wow factor of its elegant hourglass design, the \$400 Xbox 360 is a pretty amazing gaming machine. It's the first console to take advantage of high-definition technology, so game play is visually stunning. What's more, you can hook it up to your home network and turn the digital pictures on your computer into a slide show on your TV.



**204. Coppertone – spray sunscreen) FUN IN THE SUN**

No messy pumps. No slippery bottles. No greasy hands. Coppertone Continuous Spray Sunscreen, about \$10, goes on as a clear mist with no white streaks and no rubbing. The new compressed-air bottle will even spray upside down, making it ideal for hard-to-reach places -- like your own back. There's also a Sport version for sun protection that's sweatproof.



**205. Kodak – EasyShare) WIRELESS SNAPS**

Kodak, which practically invented photo sharing, has come up with the best way yet. This \$600 point-and-shoot camera can seamlessly connect to a Wi-Fi network in your home and T-Mobile hot spots in coffee shops and airports to e-mail snapshots to friends and family or to browse albums in your online gallery.



**206. Plantronics – 640 Bluetooth headset) ALL EARS**

At \$150, it's a bit pricey for a cell-phone headset. But what sets this model apart is its unusual charging options. There's a tiny carrying case (it vibrates when the phone rings) and charging base. There are adapters so you can recharge it with the charger that came with your phone. And there's a nifty gizmo to recharge it from a AAA battery.



**207. Slingbox – TV on your computer:  
TV FOR THE ROAD**

Stuck in a hotel in Paris but aching to see the football game being played back home? Road warriors can now be couch potatoes, too, thanks to the \$250 Slingbox. Hook it up to your TV or set-top box at home, and it will beam live broadcasts or recorded shows



over the Internet to any PC in the world. You need to install the SlingPlayer software on your laptop or, soon, your PDA. You also need to find a high-speed Internet connection on the receiving end. But then you've got TV anytime, anywhere.

**208. RadarGolf – ball finder) STROKE SAVER**

For every golfer tired of searching for errant shots -- and the inevitable penalty stroke when you can't find your ball -- there's now a high-tech way to track them down. RadarGolf's golf balls are embedded with a chip that emits a radio signal to a handheld device, which then directs golfers to their ball. (The ball conforms to USGA specs and is comparable to Callaway's HX Red.) Cost: \$350 for the handheld scanner and the first dozen balls. Replacements are \$40 a dozen, but it should be many rounds before you need to reorder.



**209. Power Sentry – PowerSquid: TRANSFORMING  
TENTACLES**

PowerSquid, with five flexible, grounded outlets on 6-to-10-in. cords, solves the biggest problem with those boring rigid power strips: The bulky transformers that come with most electronic gear hog all the space. This one, available in designer colors, sells from \$10 to \$15. And it has legs: Next year, PowerSquid will evolve into a cephalopod surge protector.



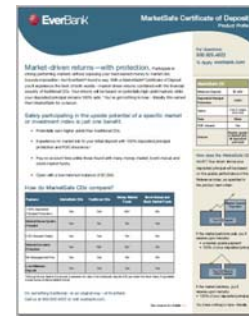
**210. Bugaboo – Cameleon: SHAPE-SHIFTER**

The Rolls-Royce of baby buggies, the Cameleon has all-terrain wheels and shock absorbers to help you navigate in comfort. It also morphs into a car seat, a two-wheeled beach walker, or a pram that lets babies lie flat -- gear that could easily add up to more than the \$879 price tag.



### 211. Everbank – Gold Bullion CD) GOOD AS GOLD

Looking for a low-risk play on the hot, highly volatile gold market? It's a five-year, FDIC-insured certificate of deposit with the interest rate tied to gold bullion. Your earnings depend on the average price over the next five years. So if gold is \$500 per ounce when you start, and the average is \$600, the CD pays off at 20%. If the average falls below \$500, you get your principal back. Minimum investment is \$1,500.



### 212. Sonos – Digital Music System) HOUSE OF SOUND

This just may be the easiest way to play your music in any room in the house, and it's certainly the most elegant. The controller, with its iPod-like scroll wheel, lets you pick tunes from your PC and send different songs to different rooms, all without wires. A starter kit, with one controller and players for two rooms, runs \$1,200; two sets of bookshelf speakers are \$300 more.



### 213. Target – ClearRx bottle) NEW PRESCRIPTION

Design-conscious Target decided to turn the lowly prescription bottle on its head. The result is an easier-to-use, easier-to-read container. The flat front means you don't have to rotate the traditional cylindrical bottle in your hand to read it. Medical warnings are on the back, along with a built-in sleeve for a card that summarizes uses and side effects. Colored rings around the neck help prevent mix-ups among family members.



### 214. One-Time-Use Video Camcorder) VIDEO ON DEMAND

If you're caught without your camcorder or just don't want to haul one around, here's an option. Drugstore chains CVS and RiteAid sell a recyclable, single-use digital one made by Pure Digital Technologies for \$30, plus a \$13 processing fee for transferring your movies to a DVD. Don't expect movie theater quality, and be sure there's plenty of light for indoor videos. It fits in a shirt pocket, it has a 1.4-in.-screen for playback (you can delete your duds), and its 20-minute limit is plenty for most home movies (800 746-7287, cvs.com).



### 215. Eyetoy – Fitness video game) CYBER-TRAINER

If you can get the Sony PlayStation 2 away from the kids, here's a video game for the older set. Priced under \$50, it's a video workout program. But unlike usual fitness flicks, the EyeToy camera puts you on the TV screen, often next to a personal trainer who guides and assesses your performance.



**216. Bank of America – SiteKey) HIGH SECURITY**

You know it, and it knows you. SiteKey is a new two-step sign-in that protects online customers from ID theft and fraud. If the bank recognizes your computer, it displays a picture you have chosen. If it doesn't, chances are a phony site is phishing for your identity.



**217. Infiniti – M45) SETTING A NEW STANDARD**

Infiniti set its sights on the BMW 5 Series sedan and bested it. The \$47,600 base car, with a lusty 335 horsepower V-8, has plenty of luxury amenities. But it's the optional technology -- lane departure warnings, voice-controlled navigation, and intelligent cruise control -- that sets it apart.



**218. Apple – iPod nano) THIN IS IN**

Welcome to Apple's take on the flash memory MP3 player: There's no question it's an iPod, but it's impossibly thin -- and expensive. The 4-gigabyte model, the world's first 4GB flash player, holds about 1,000 songs and costs \$249; the 2GB version is only \$50 cheaper. It has a big color screen for your photographs. And, man, is it thin.



**219. Sara Lee Soft – Smooth whole grain white bread) FLOUR POWER**

O.K., so it's just a tad more tan than white bread, but it has the same texture and taste. And it smooshes the same way, an important factor for passing the kid test. The difference? Made with a blend of refined white flour and a new white, whole-wheat flour from ConAgra Foods, this \$2 loaf has the whole grain and fiber that old-fashioned white breads lack.



## The Best of 2006

### 220. Telsa – Roadster) BEST EARTH SAVER

Burn rubber, help the environment. This electric-powered two-seater does 0 to 60 mph in four seconds, can hit 130, and has better torque than cars with gas-guzzling combustion engines. The motor is eerily quiet and goes 250 miles between charges.

Tesla promises 100,000 miles of battery life. Order '08 models over the Web or at one of five Tesla outlets. But move fast--just 1,000 are planned.



### 221. Eclipse Aviation – 500 Jet) The Best Way to Go

Now even the merely somewhat rich can travel like the very rich. The first "Very Light Jet" to win Federal Aviation Administration approval, the five-seater 500 Jet made by Eclipse Aviation already has 2,500 orders. It weighs less than standard *business* jets, boasts a price tag about half as much as the next cheapest jet, and, the company says, costs much less to maintain. The planes could become staples of air taxi fleets.



### 222. Mazda's CX-7)

For those of us whose ambitions are more grounded, Mazda's CX-7 crossover SUV is a hot seller thanks to its slick design, superior handling, and relatively low sticker price. At 18 to 24 mpg, it's a fine medium between huge gas-guzzlers and more pedestrian, more expensive hybrids.



### 223. Honda – Gold Wing)

The most remarkable thing about the Honda Gold Wing isn't the built-in satellite navigation, the 80-watt-per-channel premium audio system, the antilock brakes, or the cold-weather comfort package (heated everything). It's the air bag--the first ever for a bike--which can protect against pitching into the handlebars and windshield during a head-on crash.



### 224. Philips – Bodygroom) BEST SALES PITCH

Before the Philips Norelco Bodygroom came along, bet you didn't even know you needed to shave, um, below the neck. Tons of guys have been persuaded to do just that, thanks to a viral marketing smash:





a funny, not-safe-for-TV Web video describing all the places men can defuzz (\$39.99, shaveeverywhere.com).

**225. KB Home) BEST OF THE HOME LIFE**

It wouldn't seem like a great idea to launch a new line of houses in the middle of a housing slump. But KB Home and Martha Stewart have sold some 300 models with "unique Martha touches" like wainscoting, and the rooms are painted in a trendy color palette. They're in planned neighborhoods in Georgia and North Carolina, with more to come in Texas and California. You can fill your Martha house with these well-designed products, all of which we're certain the domestic diva would deem "good things."



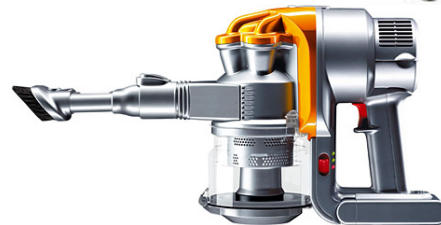
**226. iTouchless – Touchless trash can)**

A garbage can that you don't have to touch surely qualifies. The Touchless trash can, from iTouchless, uses infrared sensors to automatically lift and close the lid whenever your hand is near. It uses four D batteries and is sold online and at Target.



**227. Dyson – Root 6 hand vacuum)**

Another tool to make cleaning less a chore: the Dyson Root 6 hand vacuum. It may look like a mashup of a Mr. Coffee and a 1930s-era comic book ray gun, but the pistol-like grip is a more natural way to hold and use a vacuum. And the 21.6-volt Dyson offers markedly better suction than conventional hand vacs.



**228. Fleurville – Calla Chair)**

You may be able to cut down on the mess altogether--at least from your baby--with the Yves Behar-designed Calla Chair, made for Fleurville. Named for the lily that is its inspiration, the high chair telescopes outward to bring your child closer as you spoon out the mashed carrots and peas. It's due in stores next May.



**229. Starbury One – Basket ball shoe) BEST FASHION STATEMENTS**

Affordability never goes out of style. Consider the Starbury One, worn on the court by New York Knicks point guard Stephon Marbury and sold by retailer Steve & Barry's. The shoes are similar in style and quality to Nikes and Reeboks, but they offer something that the competition does not: a price of \$14.98.



### 230. Viktor & Rolf – Wedding Dress)

H&M also delivers high fashion at accessible prices with its show-stopping wedding dress by Viktor & Rolf. Brides-to-be might disagree about the bow and the ruffles, but they'll all love the \$349 price tag.



### 231. Cartier – Santos 100)

Of course, if you just can't resist splurging, check out the Cartier Santos 100, one of the models now available in designs for southpaws, with the crown on the left side of the face. Shouldn't lefties have every luxury that righties do?



### 232. Mio – Digiwalker H610) BEST TECH GADGETS

James Bond would admire a gadget as function-packed as the Mio Digiwalker H610, a palm-size GPS-MP3-video player. In the car, it lets you know when you pass places you need--ATMs or emergency rooms, say--and it even tells you if you're speeding. The promised battery life is five hours, and it recharges through a USB connection.



### 233. Bang and Olufsen – Serene)

Perhaps even Bond would have a hard time finding someone important enough to call on a \$1,200 cell phone, but if he did, he would use the Serene. On the elegant and expensive joint effort from Bang & Olufsen and Samsung, the designers placed the display on the bottom clamshell to avoid "greasy screen" phenomenon. You can flip it around to tap out text messages. The numbers, arranged around an iPod-like click-wheel, recall the look of the classic rotary phone.



### 234. Panasonic – Lumix DMC FZ50)

Panasonic's Lumix DMC FZ50 is too big and bulky for spy work. But with its gigantic Leica 12x optical zoom lens (most point-and-shoots are 3x), it is the best of the so-called ultrazoom digital cameras.



### 235. Cisco – TelePresence)

Back at the office, Cisco Systems hasn't invented a cure for meetings, but its lifelike, life-size high-definition TelePresence meeting system can at least make them more bearable. No more disembodied voices and fuzzy start-and-stop visuals. You'll think Miss Moneybags is right in the room with you.



### 236. Merck – Gardasil) BEST LIFE SAVER

Merck has hit a home run with this first-ever vaccine, Gardasil, that protects against human papillomavirus. HPV is a sexually transmitted disease that causes cervical cancer and kills 233,000 women every year. It's a huge scientific breakthrough and figures to be a business success, too. Analysts think it could bring in \$2 billion to \$4 billion a year (\$360, gardasil.com).



### 237. Lego – Mindstorms NXT) BEST DIGITAL FUN AND GAMES

These are not your father's Legos. The Lego Mindstorms NXT kit comes with rods and beams that work with light, touch, and sound sensors that allow you to build full-fledged programmable robots. Software allows you to write programs on a Mac or PC and connects with the bot via a USB cable (included). It's recommended for kids as young as 8, but older ones, not to mention gadget-minded adults, will likely be the most interested users.



### 238. Nintendo – Wii)

This isn't the Nintendo you remember, either. The Wii, at \$250 the most affordable of the next-generation gaming machines, has a wand-shaped remote controller with motion and pointing sensors that allow it to be swung like a golf club or aimed like a gun. It's compact and an energy sipper, so it can be connected 24 hours a day to the Internet over Wi-Fi networks. Players can also create avatars, or digital look-alikes of real people, and give them cameo appearances in games.



### 239. Dell – XPS M2010)

The Dell XPS-M2010 laptop comes with a remote control, too, so you can watch TV or movies on its 20.1-inch, wide-screen display from the couch. The powerful system packs a multimedia punch, with a detachable wireless keyboard and fully loaded video and audio components. It also folds into a handy briefcase. In an otherwise forgettable year for Dell (p. 76), this is a design triumph.

