

IDEAS IN ACTION

Hands- and Noise-Free

For anyone who's ever wished that the semi passing by didn't come in quite so clearly to the person on the other end of the line, Etymotic Research has designed the EtyCom headset, which uses noise-isolating earphone and noise-rejecting directional microphone technologies to give you clear conversations in very high levels of background noise. Designed for use with mobile phones, the headset comes with a 4-foot cord with a three-conductor 2.5-millimeter plug, assorted ear tips, a replacement filter, filter changing tool, shirt clip and case. Priced at \$49, it also comes with a Skype adapter, for those who use the free Internet telephony program.

For more information, visit www.etymotic.com.



Bring out the Bubbly

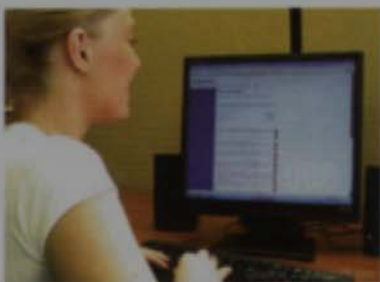
What goes best with a bubbly drink? Why, a bubbly bar, according to That's Cool Events, an event décor company specializing in illuminated and ice décor. The company has added to its product line a portable 4-foot-long bar that features an illuminated "bubble wall" on the front. Utilizing a wireless, battery-operated, remote-controlled LED lighting system, you can set the bar to shine one color

continuously, randomly or on demand. These shimmering-bubble bars can also be used separately or end to end.

For more information, visit www.thatscoolevents.com.

Online Affairs

Looking for a way to connect with your attendees at the click of a button? CLICKintoPR.com, an online public relations specialist, has added new services to its PR website that may



help you do just that. The services on the site include feature writing and placement, advertorial writing, creating exhibition press packs, drafting mail shot letters and writing Web pages. Free of charge to register and explore, the website also allows you to monitor the online publication of stories and digitally enhance submitted images.

For more information, visit www.clickintopr.com.

More Drama

Need a little drama in your life — or at least in your next exhibit? Tension fabric R&D firm Transformit wants to help with ShadowGraphing, a technique of tension fabric architecture in which aluminum framing is integrated into the structure as a design element. According to Transformit's president, Cindy Thompson, ShadowGraphing allows you to customize walls and canopies in order

to best suit a particular environment or theme. "The design trend in recent years has been to minimize and hide the structural components as much as possible. However, we are finding that in many instances, a more



appropriate and unique expression can be created by using the framework to create patterns, shapes or even messaging with the frames," she said.

For more information, visit www.transformitdesign.com.

Gather 'Round!

Find a simpler way to stay in contact with your event attendees — CircleUp, a free provider of social communication services for online and offline communities, allows you to ask questions to your contacts in the form of an e-mail and various online instant messaging programs.

These questions can be asked in a variety of forms, such as multiple choice, true/false or rate-by-priority. The technology also makes answering the questions easy with its question box feature showing your answer as well as everyone else's.

For more information, visit www.circleup.com.

