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Monkey Bites

Raw File

This Day in Tech

Threat Level

Underwire

Wired Science

All Blogs

Reviews

Automotive

Camcorders

Desktops

Digital Cameras

Gaming Gear

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How To

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# **Just Outta Beta**

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RELEASE: APRIL

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- -

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TechTV: +1 (415) 355 4000, www.techtv.com.

RELEASE: APRIL

### Sony e Villa

#### The Gist: Top-shelf Net Appliance

Sony's \$500 e Villa is the Cadillac of countertop computers. Like 3Com's Audrey, the shiny, metallic info-appliance provides an appealingly simple, instant-on interface for surfing, emailing, and other Netly basics. It also works as an Internet radio, and its flat, 15-inch portrait-mode screen is clearly best-in-class. Connecting via phone line or Ethernet connector and running on BeIA, e Villa is great for the PC-shy, or as a second machine for households that log in long hours.

- James Turner

Sony Electronics: (800) 222 7669, www.sonystyle.com.

RELEASE: APRIL

#### **Artloop**

## The Gist: One-stop Shop For Exhibitionism

Becoming an art connoisseur online once required trolling museum, gallery, and auction sites, but Artloop collects all the knowledge you need in one place. The data-rich resource not only displays art, but also offers mini-biographies of artists and extensively cross-referenced histories of entire movements. The site doesn't stress etail, but it does let you track valuations. While its staffers establish a reputation as consultants to museums and private collectors, Artloop plans to pull in funds from discreetly placed ads.

- Scott Dickensheets

Artloop: www.artloop.com.

RELEASE: SPRING

OnStar Virtual Advisor and Personal Calling The Gist: Speak And Click At 65 Mph