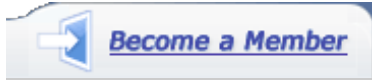


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Wired to Open Gadget Store in NYC

By [Ed Oswald](#), BetaNews

November 1, 2005, 11:22 AM

Wired Magazine said Tuesday that it plans to open a retail location in the Soho District of Manhattan, which would stay open from November 18 through December 24. The purpose of the store would be to give shoppers a chance to see the latest technology and gadgets up close. 65 products will be featured, including an auction for a trip into space, worth \$102,000.

Customers will make purchases from kiosks around the store, and items would be shipped directly to their homes. In a further twist to the average shopping experience, those who make purchases during the weekends will also receive free shuttle service to their next destination in Wired Volkswagens. "Just as the magazine ushered in a new vision and voice for what's next, the Wired Store expands the boundaries of branded retail outlets," said Wired publisher Drew Schutte.