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'Wired' magazine showcase

11/24/2006 3:01 PM
 By: Adam Balkin | New York 1

Like most stores this one does best just before the winter holidays, but unlike most stores, that's because it only exists for about two months before the winter holidays. The Wired Store, a so-called "pop-up" store, is more like a showcase, a place to get your hands on gift ideas for that hard-to-shop-for techie in your life.



Nope, that's not the latest plasma television, it's a fish tank that hangs on the wall.

"It's product that has come through the *Wired* offices over the last few months, and it's what we think are some of the latest and greatest and most interesting and innovative product for the holiday season," Jay Lauf of *Wired* magazine said.

"I think it's a place where you can find stuff you wouldn't find elsewhere, someplace interesting for something someone will open up on the holidays and say 'Wow. This is great. I never would've expected something like this,'" he said.

Like these SwimP3s. Goggles with a built in mp3 player that use bone-conduction technology for a consistent sound when you're bobbing in and out of water.

"Works like a standard mp3 player. You can hold up to about a thousand songs, and that's a lot of laps," Lauf said.

Or, if you prefer your water on your wall, how about a Aquavista fish tank that hangs like artwork?

WATCH THE VIDEO

'Wired' expo
 An expo in New York shows the latest in tech toys for the holiday season.

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"Yeah, I think what's neat about that is we try to display the unexpected," Lauf said. "So in a deep dimensional picture frame, you can hang like a cool art frame on the wall, but it happens to be a fish tank.

Looking for unique artwork but think artwork that's alive is a bit too freaky? How about a piece of you on the wall, the part you hope law enforcement never has to see.

"What you do is you swab your DNA, and then as you've seen in CSI, they'll run a DNA test that gets translated into basically a painting they give you of your own DNA," Lauf said.

And as you can imagine lots of toys here for kids, often times, toys you parents may try to steal from your kids.

Here's one hopefully Detroit auto makers will steal from their kids, a little hydrogen powered car.

"So, you fill a container next to it with water. Sunlight turns it into hydrogen, fills up the balloon and the car goes off and running on

AUSTIN WEATHER

MORNING	DAYTIME	EVENING
Low 60s	Near 80	Upper 70s

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ROAD CLOSURES

The following Williamson County roads are closed due to high water as of 3:30 p.m. on March 26.

West side of IH-35:
 CR 305, CR 218, CR 215, CR 268, CR 177, CR 272, CR 250 and CR 251

East side of IH-35:
 CR 123, CR 467 and the culvert is out between of CR 490 and CR 466

For updated road closure information, check the county [website](#).

20th Anniversary SafePlace Walk
April 14, 2007
 Waterloo Park
 SafePlace WALK

COMMUNITY CALENDAR
 MARCH 2007

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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ADVANCED SEARCH

ONLINE POLL

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Kids & Kids
 Family Fun Day

20th Anniversary SafePlace Walk
Apr. 14

MIGHTY TEXAS DOG WALK
 APRIL 14
 Move your tail.

SUMMER CAMP GUIDE
 2007

INTERACTIVE Viewer CENTER

hydrogen," Lauf said. "So kids can get an idea of what the future might hold for them."

Right now, *Wired* only has the one real world store in New York, but you can also look online at wiredstore.net.

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- Yes.
- No, every administration does it.
- It depends.

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Family Fun Day & Car Show

Saturday April 28



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