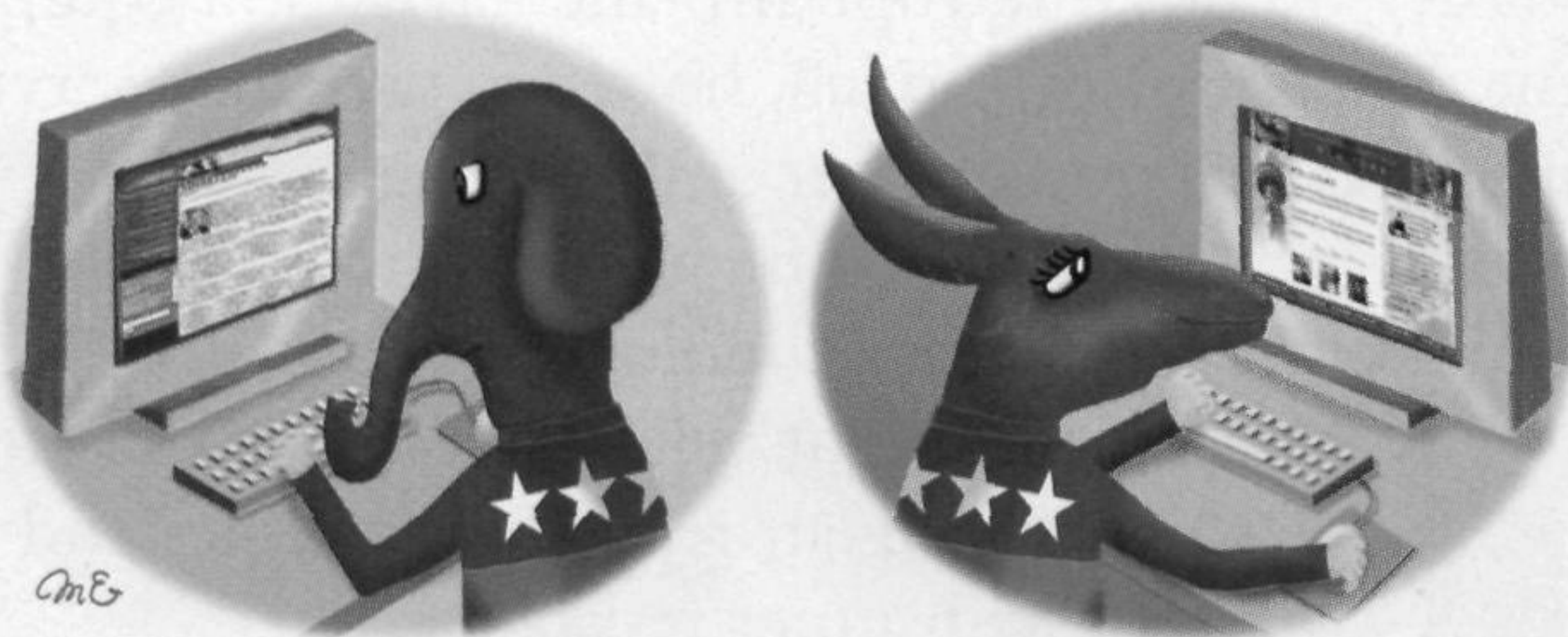


News Track

nect with future voters. Where the presidential election of 2004 initiated Internet fundraising on a grand scale, the 2008 campaign promises a far greater increase in Web-based activities, and Ludite politicians are savvy enough to know they



must get onboard the cyber train to compete, reports the Associated Press. Strategists in both parties say the drive to use new media is a no-brainer because it's cheap and easy and connects to far more people than earlier methods. Indeed, email is considered old school compared to the streaming videos and real-time interaction on the Web sites of some political candidates today. John Edwards, 52, the 2004 Democratic vice presidential nominee and a White House hopeful for 2008, recently debuted a new Web site that includes a reality television show that tracks him as he travels the U.S. And Senate Majority Leader Bill Frist, 54, (R-TN) responds to questions every week posted on his blog and is among several politicians to record podcasts.

ARE WE THERE YET?

A plan to obtain GPS data from commercial vehicle fleets to predict traffic jams before they happen is coming to several U.S. cities. The *San Jose Mercury News* reports Microsoft spin-off Inrix will deliver traffic information gathered from more than 500,000 "sentinel" commercial vehicles equipped with GPS locators to improve the speed and accuracy of its traffic-flow information that should help millions of drivers nationwide. By year's end, the information from these vehicles will cover 35,000 miles of road and provide real-time traffic data for 50 major cities.

Inrix president Bryan Mistele wants to make traffic data personally relevant, noting that most of the current navigational devices rely on distance and speed limits to determine travel time. He knows the inaccuracies of such readings firsthand. Every morning the navigational device in his car tells him it will take 15 minutes to drive from his home to his office in Kirkland, WA. The trip almost always takes 45 minutes due to accidents, construction, and the simple fact there are lots of other cars on the road. He expects the Inrix Dust Network of fleet vehicles will benefit five million motorists by the end of this month, and 10 million by the end of the year.

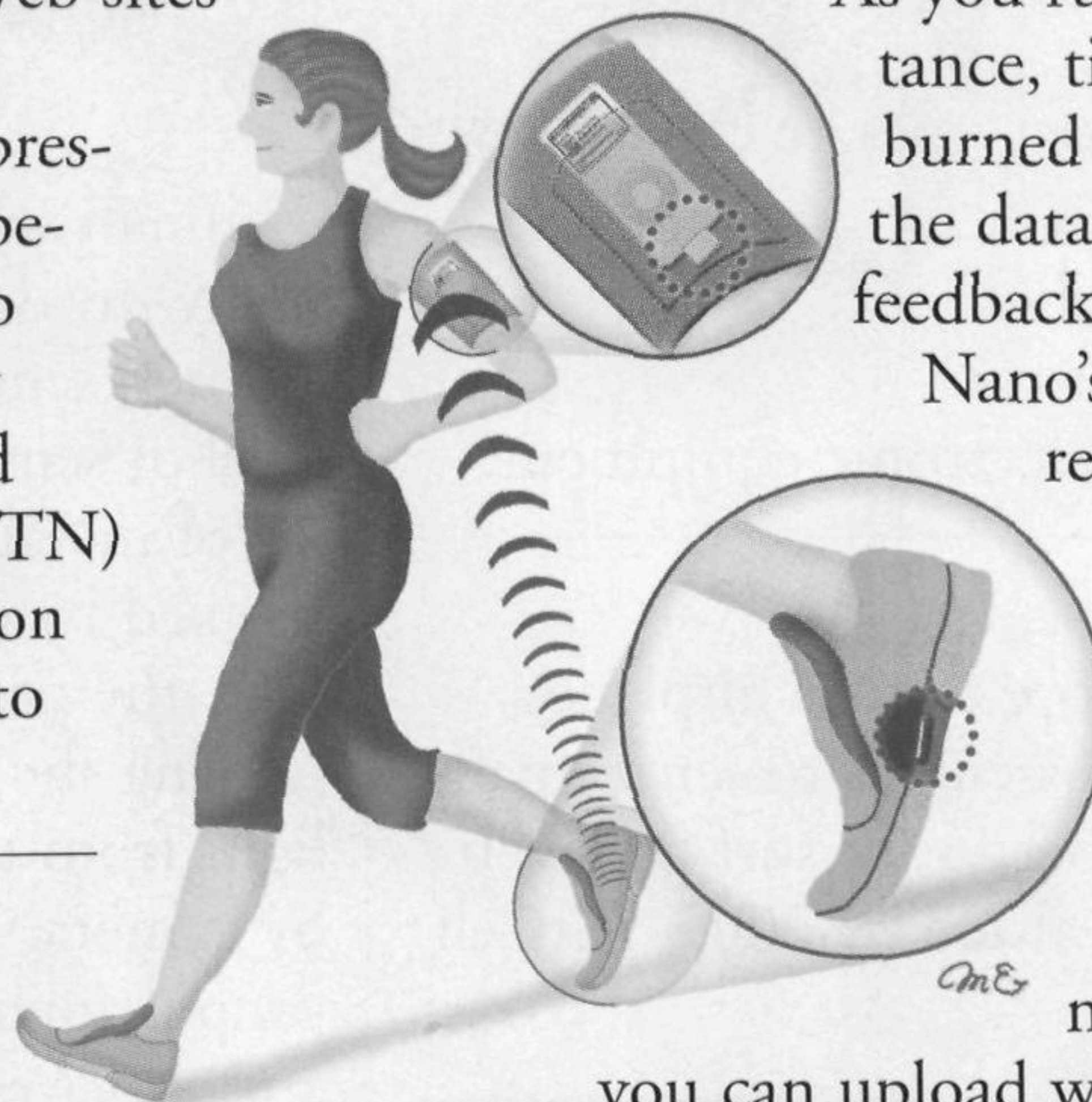
TUNES TO GO

The recently unveiled Nike+iPod Sports Kit uses wireless technology that lets Nike's Air Zoom Moire sneakers send fitness data to an iPod Nano via a sensor tucked inside the running shoes and a small receiver attached to the Nano.

As you run, the sensor records distance, time, pace, and calories burned in real time and displays the data on the Nano. Audio feedback is delivered through Nano's earbuds. *USA Today*

reports wearers can customize a workout (how far, how long) and choose playlists to hear on the way. You can also set up a PowerSong that kicks in when you need an energy boost. And

you can upload workout data from the Nano to Apple's iTunes and the nikeplus.com Web site to track progress over time and to compete (virtually) with other runners. The Sports Kit costs \$29 but it obviously requires a Nano (\$149) and a pair of Air Zoom Moires (\$100). A half dozen other iPod-ready Nike models are expected by year-end. **C**



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