

RICHARD GOTTLIB'S
WHAT'S NEXT

TOPLINE SOLUTIONS TO YOUR BOTTOM LINE CHALLENGES



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Richard Gottlieb & Associates, LLC

provides business development services to the consumer products industry. Contact Richard today to learn more about his out of the box thinking and services, such as:

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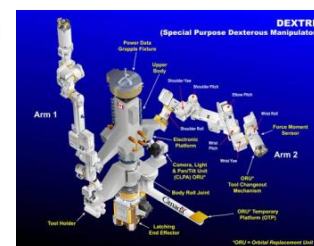
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Let's Get Thinking -- New Concepts

In this month's What's Next, I am looking at new product concepts, websites and ideas that may stimulate your brain:

Dextre Robot

I love robots and so do a lot of other people. It is a growing category in the toy department. Obviously NASA loves them too. Dextre (Special Purpose Dexterous Manipulator) is science fiction come to life as it looks a bit like a creature from some superior space civilization, but it's from us. Are we becoming a superior space civilization? Check it out at: [Associated Press article](#)



<http://ap.google.com/article/ALeqM5j8hYp1U5mv84mbJUrqvRXA0yFLzQD8V9D0CG0>

Asimov the Robot



And Honda loves robots too. Here is their new robot called Asimov. Check it out at:

<http://www.nytimes.com/2008/03/09/automobiles/09ROBOT.html>

Women on the Web

WOWOWOW

The Women on the Web

Women over 40 tend to be a forgotten group of people despite the fact that they control an immense amount of wealth and dominate a great deal of decision making. It was therefore with pleasure that I found Women on the Web. If you click on this hyperlink: www.wowowow.com you will find a fantastic website with a powerhouse line up that includes Lesley Stahl, Peggy Noonan and more. There is a little bit of advertising on the site and I think it could potentially be a great place to reach out to women in this demographic.

One Car Drive-Ins



I found this kind of clever. It's in New York and it's the in theatre consisting of one car. You pay to see a movie group of up to six people. The show is projected on a 1 makes me wonder if there isn't a home version that could fun that involves just part of a car. Check out New York Time" March 2, 2008. at:

<http://www.nytimes.com/2008/03/02/fashion/02boite.html?scp=1&sq=&st=nyt>

Krink



Those of us who remember the bad old days of graffiti, recall it before it became cool and a part of modern design elements. One product from that era is Krink, an ink created by a tagger (people who do graffiti) turned entrepreneur. This ink is available in a number of colors and can be found in upscale retail stores. Makes you want to take another look at the whole graffiti scene. Check out the article at New York Times "Tag Sale" Feb. 24, 2008. It can be found at [[NYTimes article](#)]

<http://www.nytimes.com/2008/02/24/magazine/24wwln-consumed-t.html?scp=1&sq=krink&st=nyt>

Lena



Here is a new way for a parent to determine how their child's language skills are developing. *The New York Times* says that "Infoture, a Boulder-based company, aims to take the guesswork out of that question by selling a kind of verbal thermometer. The device, which costs \$400, is called LENA (for "language environment analysis"), and here's how it works. A voice recorder

tucked into a child's clothing records all the sounds in the environment. At the end of each day, special software evaluates both the amount of exposure the child has had to verbal stimulation as well as the child's own utterances. Ultimately, the device generates percentile rankings that help assess a child's language development, just as doctors provide such rankings for a child's height, weight and head circumference." Makes you wonder what else can be built into a child's clothing as well as what other ways could Lena's technology be used. Check out the article at: <http://www.infoture.org/Default.aspx>

Charities going profit

As I have stated numerous times, I see a great number of products that have a values component. Well it's not just me as more companies are making charities function better by going profit. An interest article entitled: "A capitalist jolt for charity" talks about ". . . a new breed of social entrepreneurs who are administering increasing doses of bottom-line thinking to traditional philanthropy in order to make charity more effective. . . . Muhammad Yunus, the microfinance pioneer and Nobel laureate, calls this next step 'social business'...Social business entrepreneurs, he writes, can help "make the market work for social goals as efficiently as it does for personal goals." It is a new way of tackling social challenges. Check it out at [[NYTimes article](#)]



<http://www.nytimes.com/2008/02/24/business/24social.html?scp=1&sq=%22a+capitalist+jolt+for+charity%22+lohr&st=nyt>

**Why Virtual Worlds are the New
Saturday Morning TV
Join Toy Industry Richard Gottlieb to
Learn More**

For those in the entertainment industry, keeping up with trends is a full-time job. Join Toy Industry Expert Richard Gottlieb Thursday, April 3, 2008 at Jacob Javits Center in New York, NY as he moderates a panel entitled Kids and Tweens: Why Virtual Worlds are the New Saturday Morning TV. Experts on the panel include Kenneth Locker, Senior Vice President, Digital Media, Cookie Jar Entertainment; Deborah M. Manchester, Ph.D., Pres. & CEO, Executive Producer, Zula USA, LLC; Jason Root, Senior Vice President, Digital, Nick.Com And Nick At Nite.Com. To learn more or sign up, visit www.virtualworlds2008.com

"Out of the Toy Box" Blog

"Out of the Toy Box" is a blog I write regularly for Playthings magazine. The blog offers a unique and sometimes humorous, look at the toy industry. Click on the links below to see posts or visit www.playthings.com.

- [The Hispanic Market Continues to Grow](#)
- [Do You Speak "New English?"](#)
- [Toys Without Borders](#)
- [New Toy Categories Needed](#)
- [Virtual Worlds Conference 2008](#)
- [Salesperson of the Year](#)
- [Rethinking the toy department](#)
- [The Power of Precise Numbers](#)
- [The Soul of the Toy Industry](#)
- [Measuring Toy Fair](#)

Richard In the News

Below are links to some stories that you may find interesting.

Toy Companies Not Cooking with Vinyl

Richard Interviewed by National Public Radio

[[Click here to read full article](#)]

http://marketplace.publicradio.org/display/web/2008/02/15/vinyl_toy_alternatives/



Toy Fair 2008 – Richard Speaks about Toys in 2008

NHK Japanese Television



New Toys Come in Handy for High Tech Children

By Booyeon Lee, LA Business Journal

[[Click here to read full article](#)]

http://richardgottliebassoc.com/articles/LABusinessJournal_HighTechToys.pdf



In the Blink of An Eye – Does your packaging pass the 1/16th of a second test?

By Richard Gottlieb for Playthings Magazine

[[Click here to read full article](#)]

<http://www.playthings.com/article/CA6530112.html?q=In+the+blink+of+an+eye+richard+gottlieb>



US Toy Buyers Directory

Most directories sell individual lists for each type of retail outlet – our directory is the most comprehensive, ALL-IN-ONE directory available. You'll get:

- Full contact for 245 US Toy Buyers
- Total of 103,000 stores
- Includes Mass Merchandisers, Supermarkets, Sporting Goods, Craft, Book and many other channels that carry toys.

To learn more, visit: <http://richardgottliebassoc.com/directories/>

A Note from Richard

If for any reason, you do not wish to be emailed a bulletin in the future, please email us back and we will take you off the mailing list (richard@usatoyexpert.com).

Those of you who do welcome this information are invited to share your responses with me. Also, please let me know any areas that you would like to see explored in the future.

All the best,
Richard Gottlieb