

Special points of interest:

- CTE Month Public Service Announcement Contest
<http://www.acteonline.org/contest/videocontest.cfm>



When is a Business Card No Longer a Business Card?

Information Technology; Marketing, Sales, and Service Sectors

Answer: When it meets up with the Digital Age.

The history of business cards can be traced back to France during the 17th century when the first “visiting (or calling) cards were used. Those early cards were modified playing cards used by gentlemen to leave notes and messages. At the same time, in London, palm sized trade-cards were used for advertising and for maps, directing the public to merchants’ stores, as there was not formal street numbering.

The use of cards continued to evolve and by the 19th century, a rigid distinction between business cards and visiting cards was observed

in the United States. Visiting cards served as tangible evidence of meeting social obligations, as well as a streamlined letter of introduction. The stack of cards in the card tray was a handy catalog of exactly who had called and whose calls might need to be returned. Calling card use was a status symbol of the affluent and were not generally used among country folk or working class Americans. Business cards on the other hand, were widespread among men and women, of all classes with a business to promote.

Today, business cards are experiencing another metamorphosis, brought on by the digital age and video

game generation. Video Business Cards (VBCs) are business card sized computer disks that contain such items as:

- A 30-90 second video message from the company’s principal
- Message(s) from other employees or satisfied customers
- A direct link to e-mail;
- A scroll box with a list of benefits and services
- Company brochures, flyers and the like that can be printed directly from the card

Some businesses are
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CAROCP MISSION STATEMENT

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ment, and workforce preparation that contribute to student academic and career success and to the economic development of California.

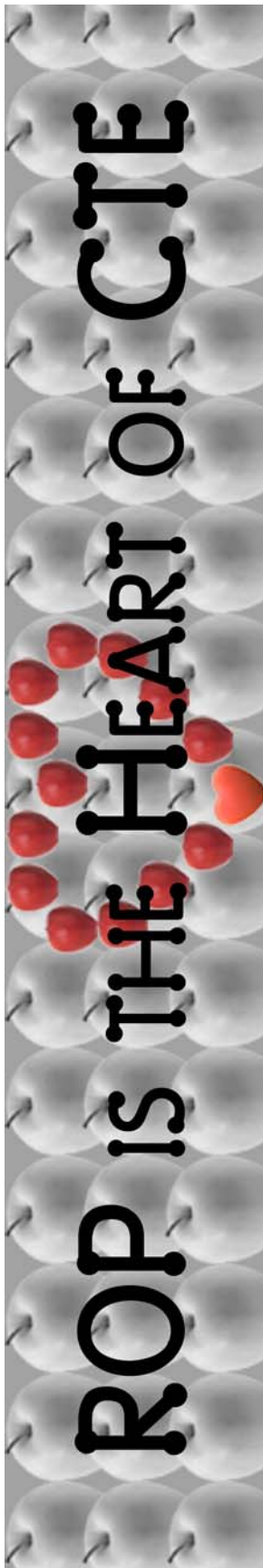
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“CAROCP is Mission Driven - Market Smart!”

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Stinky Schools

Fashion and Interior Design; Manufacturing and Product Development; Marketing, Sales and Service Sectors

There are some new smells in the hallways in high schools.

As overall fragrance sales fell 3% last year, fashion designers like Marc Jacobs and Yves St. Laurent are targeting the teen market with a slate of new perfumes. Thanks to celebrity magazines, fashion Web sites, and television shows like Bravo's *Project Runway*, teens are more up on designer labels than ever before.

While most teens can't afford designer handbags and dresses, some can afford a fancy fragrance, which typically costs less than \$60. Fragrance companies hope high schoolers will also see a spritz of vanilla or a dash of melon as a way to impress their peers and are using marketing strategies to capture the young audience.

Teen Vogue magazine's September issue contains 60% more fragrance ads for scents from DKNY, Ralph Lauren, Juicy Couture, L.A.M.B., Givenchy and others. On a Web site that creates buzz for Vera Wang's new "Princess" scent, teens create

digital scrapbooks containing their favorite images, such as a cartoon frog, that link back to the Vera Wang Princess Web site.

Kerry Barnwell is typical of the teens that these companies are aiming for. The senior says she can't afford anything from Marc Jacob's high-end clothing line just yet, but when she walks through the hall of her high school this fall, she will smell like "Daisy," the designer's newest fragrance. Retail price: \$55.

For department stores, youth-driven designer fragrances help bring in younger customers, who typically shop at specialty stores. When Bloomingdale's hosted a fragrance launch event last year by Juicy Couture, hundreds of people, ranging in age from 12 to 70, showed up.

Wall Street Journal 25 Aug. 2007

California Jobs Buoyed by China's Growth

Marketing, Sales and Service Sector

China is on a path of growth that is expected to last not years or decades, but it is anticipated to last *generations*.

The tidal wave of growth is fueled by industry, technology and trade. Trade with China has a significant impact on the economy of California. An increase in trade equals an increase in port activity and related jobs. The amount of cargo passing through the Los Angeles and Long Beach ports is expected to double by 2030. The booming ports will buoy real estate along transportation corridors, as distribution centers will be in demand for the warehousing, transportation and distribution of exported and imported goods from Asia. New employees will be needed to fill warehousing positions, transportation positions, and to manage the logistics of storage and distribution.

The demand will further the building in-

dustry in certain areas and help sustain the values of commercial space and housing. Retailers also benefit, particularly those located near trade, distribution, ports, and warehouses. With the increased demand for storage and transportation, growth in rail related and construction jobs is expected.

The People's Republic of China has shifted its focus from agriculture to industry and technology. As their "industrial revolution" continues to grow, expand, and rise, the warehousing, transportation, and distribution business on the west coast of the United States will also grow, expand, and rise.

The Kiplinger California Letter 5 Sep. 2007

Catering to Couch Potatoes at the Ballpark

Tourism and Recreation; Information Technology Sectors

To grab the attention of multi-tasking, gadget-addled, information-obsessed Americans, sports teams now let fans use portable devices to get access to features like live video of the game, instant replays of questionable calls and trivia contests. Some NFL teams this season will let fans in the seats tune into pro football games being played in other cities. At the US Open tennis tournament, fans will be able to watch live video coverage on a handheld of the action on other courts.

Cellphone companies are already providing some of this same content, and teams say they are worried that if they don't begin offering it too, they might miss the boat.

Just in two months since Apple released the iPhone, the number of fans at the Giants' AT&T Park using its free wireless service has jumped 50%; in a few games, that figure has reached about 700 fans. During weekday Giants games the stands are packed with teenage and 20-something fans listening to their iPods or fiddling with their PSPs during the game. "That's our future fan base," says a team spokesman.

Justin Lee is just the type of fan the teams are trying to reach with their new service. Mr. Lee ditched his season tickets in 2005 when his local cable company started broadcasting games in high-definition. The 38-year-old

chiropractor hadn't heard about the handheld program, but was excited to try it at a recent game he attended.

The most memorable feature, he says, was ordering food. The menu includes almost everything sold at the concession stand; his Philly cheesesteak and chicken strips, which included a 17% delivery surcharge, arrived in less than 15 minutes.

Wall Street Journal 25 Aug. 2007

Developing Video Games - More Than Meets the Eye

Manufacturing and Product Development; Information Technology Sectors

Today's video games draw on sophisticated science like biomechanics, fluid dynamics and computational geometry. Making games life-like and exciting poses challenges to video game creators. The better the game, the higher demand from customers. Here are some of the biggest challenges and thoughts on the future science of video game development:

Processing Power

Problem: The number-one headache of programmers is when the computer cannot keep up with the game. This causes image stuttering, which can ruin the experience. Programmers are always seeing their fantasies throttled by the need to budget processing ca-

capacity.

What's Next: Moore's Law states that the number of transistors on a chip doubles every two years, yet a leading manufacturer of graphics chips claims it has doubled a chip's processing power in less than a year. While this leads to programmer frustration it also adds to their challenge, "the more we can do, the more excited we get, and the more we want to do."

Water

Problem: Video games have to show an entire raging ocean's worth of water movement, and just a year ago, there wasn't enough processing power to dynamically generate the movement of water in games.

Viscosity is the difficulty. Water is of low viscosity and movement is difficult to represent. The mathematics exists to create it, but it takes a supercomputer to do.

What's Next: Developers are experimenting with particle systems in which groups of particles respond to events while observing certain rules. Splashes, bubbles and waves are becoming "realistic" with improved processors and algorithms.

Human Faces

Problem: Creating a human face has dogged artists and scientists for centuries and now game developers have entered the struggle. Valve, known *Continued on page 4*

"The more we can do, the more excited we get, and the more we want to do."

Trends & Forecasting

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Developing Video Games

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for the *Half-Life* games, are using taxonomy of 60 basic facial actions as defined by psychologists Paul Ekman and Wallace V. Friesen to study anatomy and human communication. The proper gaze is important for a natural looking face, otherwise the character looks dead. One software engineer spent a whole year studying the anatomy of the eyeball and corneal bulges in order to create a realistic image.

What's Next: Programmers are working to code variety into human expressions and to add the sheen of skin stretched across facial muscles. As game makers delve deeper into recognition psychology and computer-human robotics, processor speed will have to increase.

single frame and leave the computer to render it a thousand times over, Crytek developed new technology, Polybump 2. It turns a complex surface into relatively few polygons, which lowers the processing speed needed to display realistic surface texture, light and shadow.

What's Next: Due to processor speeds there is a limit to its "visual magic" capabilities. As processors improve, lighting effects will filter through ice, rain and falling objects across enormous vistas without causing glitches, bugs, or lag.

Though video games are virtual reality created to take you to that far-away land, give you a first-person shooter (FPS) experience, or even possibly work for the "dark side," the science behind them is real and hard.



Light and Shadows

Problem: Crytek, the developers of *Crysis*, created miles of playspace covered by dense vegetation and had to add realistic light to a nearly infinite array of moving surfaces.

Unlike movie animators who create a

Popular Science Oct. 2007

Business Cards

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replacing costly brochures with VBCs. In Florida, the Canaveral Port Authority purchased thousands of VBCs to give away at trade shows to promote the port. Its VBC replaced a 48-page, full-color brochure, and now includes a personal message from the CEO, a slide show with aerial views, and links to other videos on its Web site.

Video Business Cards are becoming highly effective and affordable tools, which combine 21st century technology with a time-proven personal message.

Business Leader Aug./Sep. 2007

Vinyl Returning to the Mainstream

Arts, Media and Entertainment Technology; Marketing, Sales and Service Sectors

Downloaded music may be the way most people buy their music these days - but there is a growing number of aficionados who are turning all the way back to vinyl LPs.

Today's rebellious young adults starting turning to long-playing records because they looked cool - So retro! Then something happened. People actually started to listen to what was on those LPs and discovered they contained great-sounding music. Music that was more lifelike than they were used to.

They liked what they heard so much that vinyl LPs and the turntables that play them are selling in growing numbers. This back-to-vinyl movement has not escaped the attention of some of the major electronics retailers in this country. When they

began noticing turntable sales on the rise they figured it was time to provide some "software" for customers to play on their "hardware."

Circuit City currently has more than 10,000 album titles available on their Web site. Although the retailer doesn't sell LPs in their stores and doesn't have any plans to do so in the near future, it seems they're happy with vinyl's growing popularity. It's nice to know that there are still people out there who are able to listen and tell the difference.

MSNBC.com 6 Sep. 2007