

## Product Information

If you would like more information on any product listed in "New Training Tools," circle the corresponding number on the Reader Service Card at the back of the magazine and drop it in the mail. The manufacturer will send the information you need directly to you.

If you would like to telephone the manufacturer, you will find phone numbers on the RSVP page. But please be sure to say that you read about the product in the *Journal*!

## Japan Gets All the Good Stuff

**Within the year**, Sony Corporation will add the Data Discman, an electronic book system, to its Walkman/Watchman series. The product will be sold only in Japan, at least for now.

The palm-size Data Discman is similar to a portable CD player but with a screen that displays text recorded on 3-inch CDs called Electronic Books. Each book CD can store about 100,000 pages of text, or more than 300 paperbacks. The Discman can be plugged into a regular television set for larger screen display.

The 18 CD Electronic Book titles that will be released at the same time include business reference books and guides to medicine, movies, travel, and entertainment.

The Data Discman will sell for about \$380 (U.S.).

**This fall**, Sharp Corporation of Japan will introduce a full-color desktop facsimile machine, but Sharp has not decided whether to market the product in the United States. Sharp is concerned that many American businesses will find the new machine too expensive and will lack needed high-quality telephone lines.

The color fax, which will sell for \$23,000, can transmit an 8-by-10-inch color photograph in 3 minutes. Starsignal Inc., of Campbell,

California, introduced a similar machine about a year ago that is not a desktop version.

**The piece de resistance** is the Friendly, marketed by Protech, a Japanese computer trading company. The Friendly, no doubt, owes its inspiration to the space limitations of city living in Japan. It also solves a problem many busy career people face: how to find time to work out and still walk the dog.

The Friendly is your basic person/canine fitness system. It combines a stationary bicycle with a treadmill; the canine uses the treadmill. When the dog's owner pedals the stationary bike, the treadmill moves, forcing the dog to run.

The Friendly will come in three sizes and speeds: a slow one for puppies, a faster one for mid-size dogs, and a racer's model for whip-pets and greyhounds. Only 97,000 yen, or about \$650. Experience tells us a U.S. version can't be far behind.

## Sales Training 2001

The future of sales training seems to be a hot topic. (See "Sales Training in the 1990s" in this issue.) Butler Learning Systems goes even beyond the nineties with a new Quickie book for selling in the 21st century.

*The Changing World of Selling*, which can be read in just under an hour, contains more than 20 selling premises, which document changes in selling and the effects that the changes are expected to have on selling in the next decade and into the year 2000. Butler also offers customized sales programs for salespeople in all industries, including high tech, financial, service, and retail.

The Quickie book sells for \$6.95. For more information, contact **Butler Learning Systems**, Dayton, Ohio.  
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## Closed Caption Training

Learn-PC has released the first closed caption video computer training for hearing-impaired people. Courses include Computer Literacy, DOS, WordPerfect, Lotus

1-2-3, Lotus 1-2-3 3, dBase III Plus, and dBase IV.

Unlike conventional computer training, the closed caption video concentrates on a single feature at a time—the keyboard, the monitor, or the graphics. The user can set his or her own pace.

Learn-PC hopes that by providing closed caption video training to businesses, government agencies, and educational institutions, it can help create more employment opportunities for hearing-impaired people in fields that require computer skills.

For more information, contact **Learn-PC**, Minneapolis, Minnesota.  
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## I Could've Had a V-8!

American Media Incorporated has a new video, "Why Didn't I Think of That?" for creative problem solving.

The live-action video requires viewers to respond to a series of 10 creative challenges that offer different training points such as how to break mental habits, how to generate alternatives, and how to share ideas. The challenges are designed so that all viewers may participate.

The 28-minute video can be rented for five days at a cost of \$110 or purchased for \$395. For more information, contact **American Media Incorporated**, West Des Moines, Iowa.

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## Training Services

Here are a few new services that might be of particular interest.

### New outdoor program

Adventure Training Associates Inc. is a new adventure training program that integrates team building with organizational development in custom-designed activities such as rope course events, rescue simulations, and rock climbing. The program offers both urban and wilderness settings and indoor interactive classroom sessions as well.

For more information, contact **Adventure Training Associates Inc.**, Brattleboro, Vermont.  
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### Bet Donald Trump knows his shrimp fork from his salad fork

These days the art of the deal might include some savvy social skills. Wein, Hitlin and Company is an etiquette service that teaches half-day executive seminars on business and social manners.

The company's principals believe business and social arenas overlap today and that executives have an extra edge if they know how to conduct themselves in all circumstances, what with power lunches and meeting in high-powered social settings. And, according to the principals, executives have a lot of fun learning such amenities as how to properly introduce people and which fork to use.

For more information, contact **Wein, Hitlin and Company**, Washington, D.C., and Kensington, Maryland.  
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### Lite Tools

*Just for fun...* Keep the name of your company on the tip of everyone's tongue with Corporate Candy from Gift Service Inc. You can choose up to 20 letters and any color and flavor.

The candy can also help sweeten a recognition effort. Have the pieces printed with "Good Job" and give them out to deserving employees.

For more information, contact **Gift Service Inc.**, Birmingham, Alabama.  
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tion of 12 issues from the INFO-LINE series.

The new volume will cover task analysis, icebreaking games, job aids, course design, and simulations and role plays. The complete set (all three volumes) is available at \$175 for ASTD members and \$225 for non-members. The single-volume price is \$75 for members and \$100 for non-members.

For more information or to order, contact **ASTD**, Alexandria, Virginia, 703/683-8129.

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### Basic Training for Trainers

ASTD is offering *Basic Training for Trainers, Vol. 3*, a custom collec-

*"New Training Tools" is compiled and written by Haldee Allerton. Send items of interest to Tools, Training & Development Journal, 1630 Duke Street, Box 1443, Alexandria, VA 22313.*

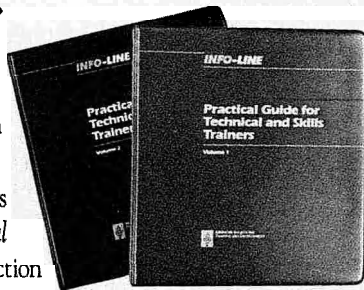
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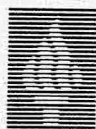


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