

IN THE MARKETS

Wired For Sound

Electronic devices top the list of must-have Back-To-School accessories.

By Nancy Bouchard

From ski helmets, pillows and shirts to other small devices, many new products are now wired for sound—and more. The electronics accessory market is booming among consumers of all ages, and the trend is expected to remain vibrant moving into the 2008 Back-To-School season.

Key to strong sales are high-tech gadgets that make sports and training easier, more fun, and more efficient.

Here are a few next-generation accessories that kids (and parents) won't want to be without. ■

EYE ON

ELECTRONICS



K2 The Indie hardshell helmet has a clean, low-profile design. It features the Baseline Audio System with DJ-grade removable earpads that plug into any MP3 player. SRP \$80.



EUREKA! The new N!ergy Pillow is designed for campers and travelers who love music. The pillow contains two speakers that can be plugged into an iPod, MP3, CD player, DVD player or laptop. The polyester fleece and taffeta pillow fits into the pillow pocket on Eureka! sleeping bags. SRP \$24.99.



NUMETREX The new Men's Cardio Shirt offers integrated heart rate-sensing technology. The garment's advanced wicking fabric features integrated sensory fibers, making for training that is comfortable and smart. SRP \$58.95.



DROPZONE The HangTimer is a multi-function sportswatch that measures airtime to within a fraction of a second using a tri-axis accelerometer. Features include a 10-jump history, best and average hangtime, and a sensitivity setting (from .25 to two seconds). The HangTimer is shockproof, waterproof and luminescent. SRP \$74.99.

ORIGO Accurate to within two feet per mile, the new Paso Pedometer is a full-function watch with digitally integrated, smart detection pedometer technology that automatically switches between walk to run modes without reprogramming. A broad LCD display provides superior readability. SRP \$40.

