

## On About.com, Tech Talk is Not a Foreign Language

What's the "gotta-have" in home theater? What's really hot in gaming? What cell phone is the right one? About.com Electronics & Gadgets delivers readers what they need to know to make the most informed purchase decisions. From buying advice and product reviews to what's just ahead in electronics, About.com Guides are real people who speak the same language as About.com's readers.

### What Makes About.com's Electronics & Gadgets Channel an Authority? Great Guides:

All About.com Guides are experts in their fields. They're highly trained and dedicated to helping the About.com reader answer a question, solve a problem or simply learn more about a topic. So readers can trust their technology know-how. Meet some of our About.com Electronics and Gadgets Guides:

- **Cell Phones: Eric Bernatchez** – With a father working for a telephone company, Eric almost ate semiconductors for breakfast. Thus, he has been a technology fan since the very beginning of personal computing and advanced telecommunications in the early 1980's. He has written about new technologies for several Canadian and European publications including Canada's "Globe and Mail" and Switzerland's largest daily "Le Matin".
- **Home Theater: Robert Silva** – Robert Silva is an avid home theater enthusiast, with a lifelong interest in home electronics, beginning both as an electronics major in high school, then as a fervent audiophile and pipe organ aficionado during both his high school and college years. Robert has experience in electronics sales with several major consumer electronics retailers, video production, film colorization, and 2-D computer animation.
- **Nintendo: Aaron Stanton** – as an editor at GamesFirst.com, Aaron has established himself as a true authority on games and gaming. Aaron has even served as a game expert and adviser for such shows as the Discovery Channel International's technology showcase *Beyond Tomorrow*.

The screenshot shows the About.com Electronics & Gadgets homepage. The main content area features a video guide titled "Download iTunes Movies" by Don Schechter. The video player shows Don Schechter speaking, with a progress bar at 00:02 / 02:28. Below the video, there are links for "Customize iTunes Settings", "Burn an iTunes CD", and "Add About.com to iTunes". The page also includes a sidebar with navigation links for various electronics categories and a "Best of the 2007 CEDIA Expo" article.

### About.com Electronics & Gadgets is Leading Edge Among Marketers

- About.com reaches young (18-24) tech-savvy consumers at almost 2X the national average
- About.com ranks 5th among ad-supported electronics sites
- About.com extends your reach. About.com's audience has only a 1% overlap with MSN Tech & Gadgets

\* Source: Nielsen//NetRatings, July 2007