




Sony Lust:
The Fabulous DCR-
IP55 Camcorder
(top), the Network
Walkman NW-
MS11, and the
NX70V Color CLIÉ

Oh, and it's not just Sony marketing that's the problem. Bob bought a Sony LCD monitor from an unauthorized dealer (that bought it from an authorized dealer). It went zap and died less than a year into its life. Sony wouldn't fix it even though it was under warranty. It interpreted the weasel words in the warranty to absolve itself of any obligation.

Meanwhile, all technology companies are on notice. In future editions we'll tell you what moronic lengths they go to woo us, to piss us off, and to sway you, the customer, to their point of view. If you have an interesting marketing or product support story, let us know at ihatethem@dig-it.com. 

SOMY RESPONDS!

In a fit of dismay over not getting to play with the NX70V Color CLIÉ, Andy sent the adjacent note to Japan. Guess what? Somy responded.

Dear Mr. Andy Walker:

On behalf of the entire Somy Corporation and its 85,000 workers worldwide we protest the defamatory comments in the childish diatribe you have threatened to publish in Dig_IT magazine. We all say in unison, "shame on you, Mr. Andy Walker"! And shame on your foolish Editor Mr. Bob Kane who allowed this filthy trash to get past the copy-editing department without some serious fact checking—to say nothing of searching your demented black souls.

We at Somy Corporation are totally and absolutely resolved to never in your lifetime send you one, not one measly product and furthermore we have posted your photograph on every cash register in every Somy store and affiliate with firm instructions not to let you buy any of our products or even play with one. So just don't bother coming in. And meanwhile we will continue to put out the great fucking products you can only wish you could slobber over which is why we didn't send you anything in the first place. You can totally surely count on us, Mr. Andy Walker; we will make you pay for a very long time.

And one more thing, you can please tell your "crack whore" bosses (your very words, Mr. Andy Walker) that they should most definitely count on never, ever, no way getting any cooperation from us whatsoever, no matter what. You pissed us off, and it is not a good idea to piss off the leader in worldwide consumer electronics when you are trying to start a so-called "digital lifestyle" magazine, whatever the hell that might be.

You can tell your readers that if they really want to know what cool things are happening in great digital gadgets, they'll just have to visit one of our stores because the really cool shit will never see the light of day in Dig_IT magazine. You can take you crummy magazine and shove it, Mr. Andy Walker.

Most Seriously,

Mr. Taka Mata Fujimore

Senior Vice President in Charge of Press Relations Worldwide
Somy Corporation