

# There's Got to Be a Better Way

## Episode 4

HOSTS: Alondo, Bevan, Jennifer  
podcast@bebitwise.com

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**What Had Happened Was...?**

[New Tool to Map Crow Attacks in Vancouver](#)

[CrowTrax GIS Map](#)

**Do You Even Nerd/Geek?**

USB	Universal Serial Bus
CPU	Central Processing Unit
RAM	Random Access Memory
ROM	Read Only Memory
PSU	Power Supply Unit
GPU	Graphics Processing Unit
BIOS	Basic Input Output System
CD-ROM	Compact Disc Read Only Memory
DVD	Digital Versatile Disc
HDD	Hard Disk Drive
LAN	Local Area Network
LCD	Liquid Crystal Display
LED	Light Emitting Diode
UPS	Uninterruptible Power Supply
VGA	Video Graphics Array
DVI	Digital Visual Interface
HDMI	High Definition Multimedia Interface
DSL	Digital Subscriber Line
ISP	Internet Service Provider
MODEM	Modulator / Demodulator

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## Say What?!?!?

### Alondo

Originally created in 1985 by Peter Liljequist of Canada and Kou I. Chen of Taiwan - was a failure - Carlisle E Stevens (serial inventor) improved on the design (called the original device "The Crapper") - Marketed and produced by Joseph Enterprises - Chia Pets - brilliant marketer Joseph Pedott - effective with television - (his notes, papers, etc. stored at National Museum of American History) - cutting out the middle man saved companies money - market directly to consumers with repetition - "If you do something repetitive, you're doing a little brainwashing," - upbeat commercial with a memorable pitch - "Clap On, Clap Off...The Clapper (clap clap)"

Clappers have a microphone that is always on and listening for a clap. Could be set in Away mode - any noise would trigger lights - Could also be activated by voice if the cadence is correct (.5 second pause between words) - Newer versions are trainable, e.g., 5 claps, or arrhythmic sequence - Many of these same concepts ended up in services like IFTTT, Siri, Alexa, and Google Home.

Footnote 1: one year before the hot coffee lawsuit against McDonald's, an 80-year-old woman named Edna Hubbs tried to sue Joseph Enterprises because she injured her hands while clapping. She lost.

Footnote 2: Bad information on Wikipedia - inventor listed as Robert E. Clapper - even been picked up by retailer sites like K-Mart.

[The History of the Clapper - Ernie Smith](#)

### Bevan

[Amazon Echo](#)

[Apple Homepod](#)

[Google Home](#)

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[CNet - Amazon Echo vs Google Home](#)

[CNBC - How to Choose Between an Amazon Echo, Google home, and Apple Homepod](#)

## **Jennifer**

[The Complicated Case of Magic Jack](#)

[Vonage vs Magic Jack](#)

## **Geek Out**

[NPR - Supreme Court Rules in Favor of Sales Tax Collection by Internet Retailers](#)

## **Other References**

[Ranker - The Truth About the McDonald's Coffee Lawsuit](#)

[Adam Ruins Everything - The Truth About the McDonald's Coffee Lawsuit](#)

## **Music**

Intro and Outro music - Brasilia by Michael Glass

[See What Had Happened Was - Kutt Calhoun](#)

[Surfin' Bird - The Trashmen](#)

[There's Got to Be A Better Way - Dominik Hauser](#)

[Epic Rap Battles: Nerd vs Geek - Rhett & Link](#)