

P. 126  
**Cheer Up**

HAPPINESS IS CONTAGIOUS

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**Top Gear**

NEW GADGETS, TESTED+RATED

How **NETFLIX**  
Invented the  
Infinite Video  
Universe

# WIRED

sign of the times | oct. 2009

THE SMART

LIST 2009



## **WARNING!**

# Dangerous Ideas Ahead

**CLONE HUMANS | PURGE THE PRISONS | ABOLISH THE NFL  
CUT AFRICA LOOSE | FORGET PRIVACY and more**

**PLUS** Defense Secretary **ROBERT GATES** and His Battle to Remake the Pentagon



\$4.99 US | 10X

## 20 RANTS

Reader rants and raves.

## 25 START

**Privacy** Secret ops and domestic spying are fine—as long as someone can say no.

**Space** Could a gravity trick speed us to Mars?

**Munitions** Tiny weapons to annihilate office boredom.

**Alphageek**

Mary Spio: Xbox media mogul.

**How It Works** Getting Mediterranean fish to Las Vegas dinner tables.

**What's Inside** Coffee, Mr. Know-It-All

Laptop autopsies, rookie journalism,

Twitter f-bombs. Ask a Flowchart

Should I delete my tweet?

**Weather** Apocalypse cloud.

**10 Best Things** we'll say to our grandkids.

**How To Fake** a roller derby fight; moonwalk like Michael.

**Clive Thompson** Why the real-time Web is leaving Google behind.

## 49 TEST

**Fetish** The key that's a key ring.

**Reviews** Portable espresso makers and combo DSLR/high-def cams.

**Steven Levy** Bring along your Wi-Fi hot spot wherever you go.

**Burning Question** Does Internet speed vary by season?

## 59 PLAY

**Playlist** *The Elements*, Atlas Sound, Star Wars: In Concert.

**Screen** How Spike Jonze melded f/x and Muppetry to bring *Wild Things* to life.

**Music** The Battles frontman and his army of melodic machines.

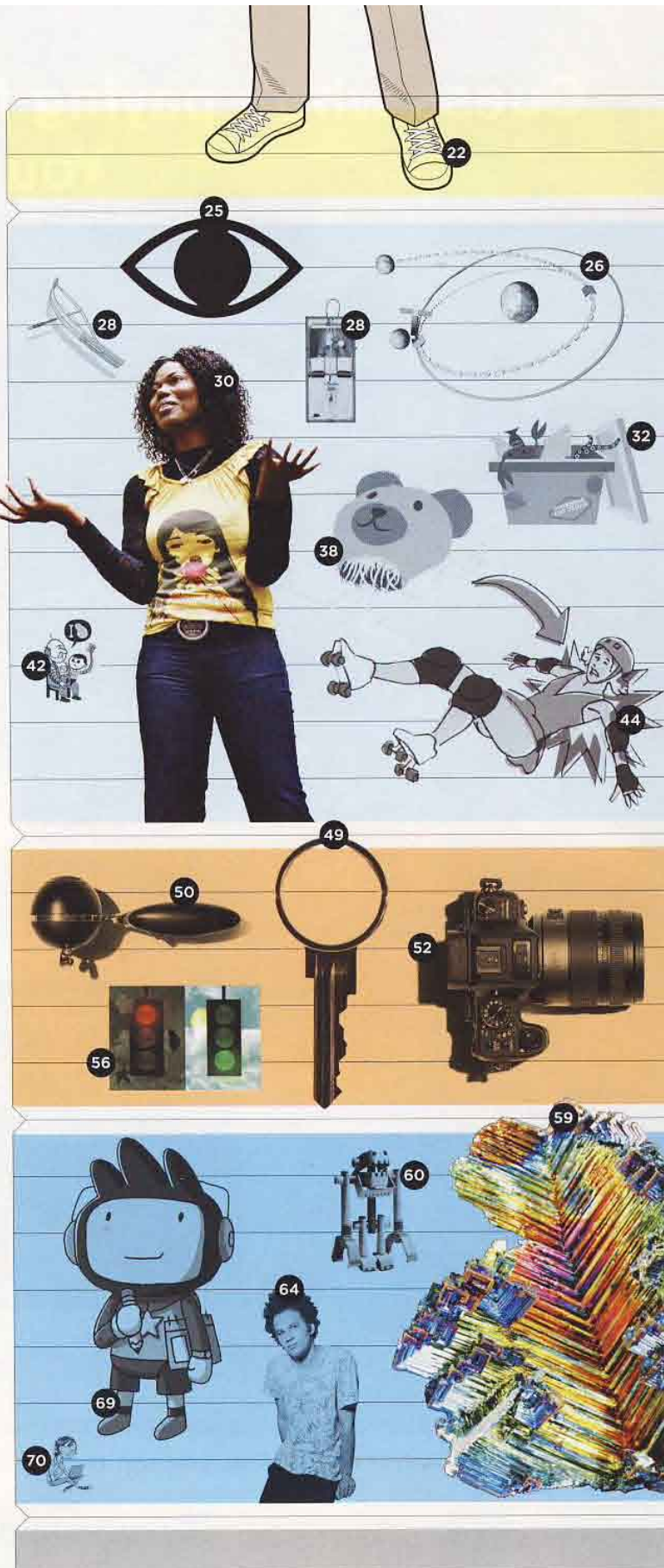
**Design** Behind the curtain of a customizable performance theater.

**Games** Spell your way to victory in *Scribblenauts*.

**Scott Brown** A memo to the brains behind the Facebook flick.

## 148 FOUND

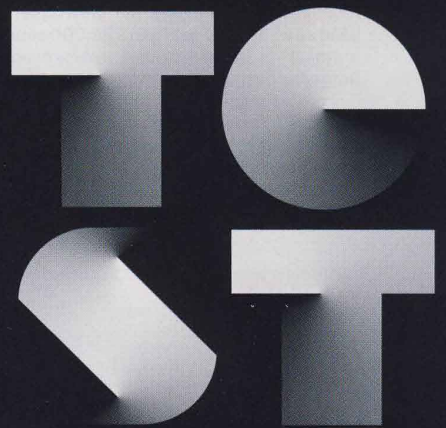
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## FETISH Master Key

One day in June, Scott Amron came home and tossed his keys on the kitchen table. Then he paused, eyeing his pocket-jinglers, and had a Hudsucker-ish inspiration: Why not combine the key and the key ring? Amron makes a living turning far-out concepts into workable prototypes for outfits like Oxo and Polder Home Tools, so he rendered a design and posted it on his Web site, *amronexperimental.com*. Within a day the sound of head-slapping had reverberated across the Net. Within a week he was in touch with a manufacturer. Within a month he had more than 25,000 preorders for his **key-plus-ring**, which can be cut to fit almost any front door in the US. Only one problem: The design he posted used his own front-door key as a model; a resourceful thief would have no trouble making a house call. "I had to change my locks," Amron says. Small price to pay for an idea everyone wishes they had thought of first. \$7 for two. —*Joe Brown*



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