

TECH_SPACE

Daily notes on science and silicon

By [Angela Gunn](#)

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Coffee Break: April 25

Google wants to make your search experience more personally relevant. Also, why birds are not singing at the break of day, but are busting out the songs at night:

Wall St. Journal

-- I was just complaining to my dad the other day about how [Google needs to get better](#) at knowing what I want to know. Turns out they are: They're taking into account where you live, the ads you click on and the types of restaurants you search for to better tailor relevant search results.
-- If you want to maximize your ad presence, [make a deal with a Web network](#). That's what Reebok did with Glam.com (and the many sites that link to it) and a Scarlett Johansson promo. Now I want some marble columns...

Marketplace

-- Amazon.com is getting ready to [launch an online music store](#). It should come sometime in May.

BBC

-- Songbirds know how to reach an audience: Robins in urban spots are [singing at night](#) because there's simply too big a din during the day.
-- Yeah, their lives are much cooler than mine. BBC News talks to [two leading special effects guys at Industrial Light and Magic](#).

Wired

-- It was the [30th anniversary screening of Star Wars](#) Monday. *Wired* asked the crowd for their thoughts and questions on the historic day.

C|NET

-- Second Life will [launch voice](#) within the next several months.
-- Wimbledon says buh-bye to Cyclops and [hello to Hawk-Eye](#) instant replay.
-- [DVDs in China](#) that say they are *Spider-Man 3* are in fact copies of *Spider-Man 2*.

Posted by [Jess Zielinski](#)

Posted at 09:48 AM/ET, 2007.04.25 in [Coffee break](#) | [Permalink](#)

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Other voices from the Web

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Posted on: Gadgetell - Tech News, Reviews, and Interviews - 1 hour ago


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