

Please Be Kind: Rewind

It's a matter of videotape etiquette—or a dollar fine, depending on where you're returning them—so most of us wouldn't just toss our tapes in the return bin without opening the case to make sure all of the tape's on the left spool. But are you as considerate with your DVD rentals?

The distributor of the DVD Rewinder, 1783 Productions, says it's more than just courtesy. In their ads they ask, "Are your DVDs running a bit too slow? The DVD Rewinder is the perfect solution. It comes with the exclusive Centriptal Velocity Spindle providing the world's fastest DVD rewind." (www.dvdrewinder.com)

So wouldn't you like to view those DVD movies a second time? And what about your CDs? When was the last time you hit the rewind button for them?

Well, of course you haven't rewound either of these discs. The DVD Rewinder is a real product, but it serves no actual purpose other than to temporarily confuse your friends or coworkers. It does spin the disc backwards and emit a rewinding noise, but other than that, the only 1s and 0s affected are the on/off switches that are expressed as: Do you really need to rewind those things? (on), or Get lost, and take that thing with you (off).

WHO WOULD BUY THAT?

It's sort of a national syndrome. By now, it might even be linked to heredity. We've had generations of ad slogans hammered into our skulls. Makes you wonder at what point do cells bend permanently? And what is the true meaning of "disposable income"?

Put in its simplest terms, we 21st Century Americans will buy almost anything. Don't believe it? Go browse the categories on eBay. A man sold his soul there. And I don't mean figuratively—he actually got a few bucks for it.

So as long as what we buy rivals that other great human conundrum, what we're willing to eat, there continues to be a market for the DVD Rewinder. In fact, at the time of this writing, 1783 Productions has an apology on their website explaining that the item has sold out, but a new supply is expected at the end of month. ■

