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The I4U Mission

I4U.com, is the place to go to find & review new products on the rise of technology trends. Or as they would say, “trying to make sense of the next big thing”. They capture the Technology life style at a high level and nicely place it into a Shopping Guide for their visitors.

I4U Pain Point

Manfred "Luigi" Lugmayr, Chief Editor if I4U.com, was looking for incremental revenue (beyond Adsense) that wouldn't overload I4U with yet more annoying ads. “That simply was not an option”, says Luigi.

Chitika to the Rescue

The Related Product Unit (RPU) made it's first debut on I4u.com. Luigi found the RPU was a fresh, non-intrusive way to earn more, that also complemented the look and feel of I4U. “It was actually pretty easy to implement” says Luigi. A quick, non-overbearing solution was what Luigi needed to kick his revenue into high gear. “And I am not surprised because it's a very simple effective concept.” Luigi adds.

Getting the results

It didn't take long for Luigi to start seeing the much wanted results he got. “I have seen an overall advertising revenue increase of 15% immediately after using Chitika's Related Product Unit” he says.

Toshiba Announces the First HD DVD Writer for Desktop PCs

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Toshiba is going to be showing off their new HD DVD desktop writer at CES 2007 next week. This is the world's first HD DVD writer in a half-height format. Toshiba announced a slim-line HD DVD writer in 2006 for portable systems.

The new [SD-H903A](#) is the first HD DVD writer with the 5.25" format for desktop users. The drive will also read and write CDs and DVDs in addition to HD DVD media. A single HD DVD disc can hold 30 GB of content. Write and read speeds are as follows; 1x HD DVD, 2.4X DVD+/-R Dual Layer Write, 2.4X, 4X DVD+RW Write, 8X DVD-ROM Dual Layer, DVD+/-R Read, 2.4X HD DVD-ROM (Single & Dual Layer) Read, 24X CD-ROM, CD-R, CD-RW Read.

Related Products:

- ▶ [Toshiba Tecra M6-E26611](#) - ZipZoomFly.com
- ▶ [Toshiba Portege M400](#) - Portable One Inc.
- ▶ [Toshiba Portege M400-ST9113 Tablet PC \(Customizable\)](#) - Portable One Inc.

Chitika's Related Product Unit (RPU) is Designed to work exclusively for blogs and news/article based sites, the related products unit brings related products right to the end user reading a product-oriented story. To qualify for the RPU network you must be a current Chitika publisher who has made at least \$100 or your site/blog must receive at least 50,000 page views per month.

If your site meets the above qualifications, please contact: Ryan Travis, 508-449-3870 Ext 980, ryan [at] chitika dot com.

About Chitika:

Chitika gives, bloggers/website owners many different services tailored to meet an array of website needs all focused on one main goal: monetization solutions. Each service is individually unique, interactive and CPC-based. With these you can offer a product image interactive eMiniMalls, a personalized ShopLinc store; featured right on your website, a ShopCloud\$ which is tag cloud mirrored but with CPC revenue, or the extremely effective, non-intrusive textual advertising RPU unit. ***Our mission: Blog\$***