

The Irresistible Force

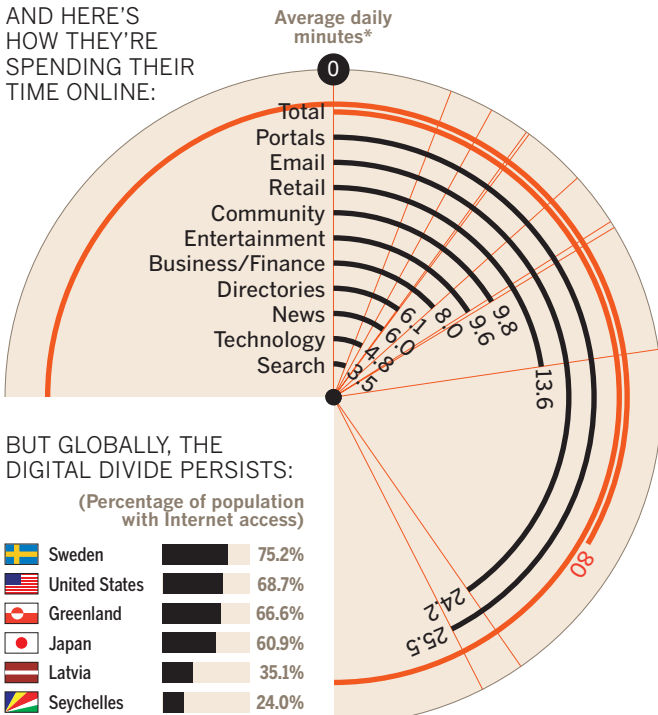
Research by Alyssa Danigelis and Jennifer Pollock
Graphic by Henry Yung

In the past decade, technology has seeped into every crevice of life. The story for the next decade: the same, but more so. By 2010, says Forrester Research, 85% of U.S. households will have a cell phone; 53% will own a laptop computer; 37% will use a digital video recorder; and 35%, an MP3 player. Plus . . .

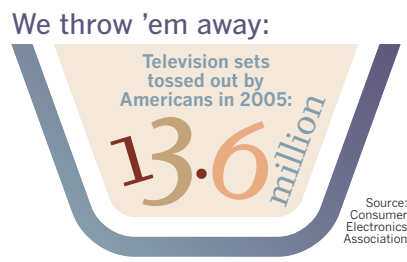
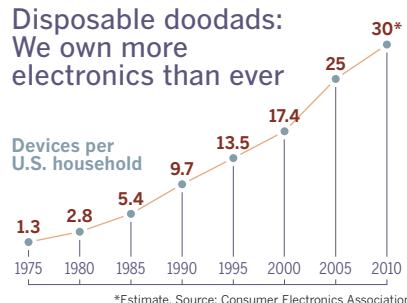
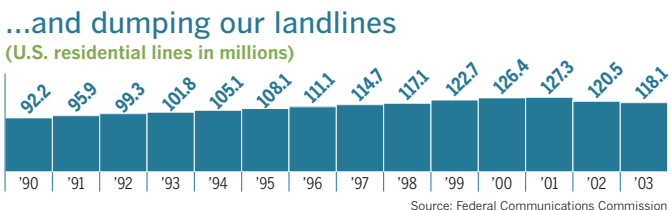
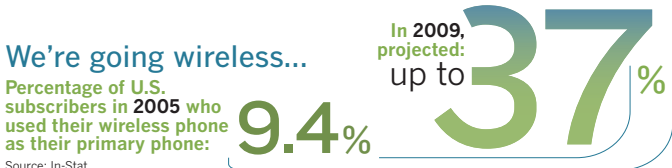
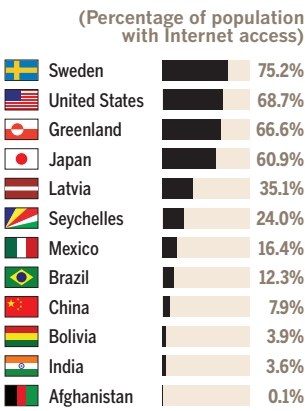
MORE AMERICANS ARE GETTING THE BROADBAND BUG:



AND HERE'S HOW THEY'RE SPENDING THEIR TIME ONLINE:



BUT GLOBALLY, THE DIGITAL DIVIDE PERSISTS:



Appearances of "nano" in the Scientific Citation Index database of scholarly articles in 2000: 956
In 2005: 3,744

America Is a Self-service Nation

We make more photo prints at self-service kiosks.

2002	1.8%
2005	16.0%

And we print more of our own airline tickets.

2001	5.5%
2005	65.2%

Sources: Photo Marketing Association International; American Airlines

