

The technology's mature these days, having been around since the middle part of the century, but as progress marches on, simsense just keeps getting better. How it works is easy—you experience it through a *sim module* (either implanted or part of your commlink), a standalone simsense player called a *simdeck*, or even electrically-sensitive nanopaste that you can apply directly to your body. Depending on the type of rig you have (and what kind of sim you're slotting), you can step into the main character's shoes and get the same sensory data she's getting, piped directly into your very own brain. Used to be that the lower quality sims only gave you the sensory side, but these days they all give you the whole shebang complete with emotional response.

As you might guess, the best simsense performers aren't necessarily the best actors, but rather the people who can experience the widest and most intense range of emotions. All the A-list sim stars have implanted simrigs, which are required to record the full experience. They have to keep themselves in top shape physically, mentally, and emotionally—after all, who'd pay to assume the personality of a flabby headcase? (Okay, some people would—but that's for the niche studios, not the majors).

Simsense comes in all varieties: action, romance, comedy, sports, children's, documentaries, educational, and so on. Pornography is huge, as you might imagine—as, unfortunately, are a wide variety of illegal sims that remove the safeguards designed to keep emotional and sensual responses to manageable levels. Of course, there's also the seedier stuff—but that's a subject for a little later in this file.

## TRIDEO, RADIO, AND CINEMA

Simsense is great, but most of the time you don't want to experience your news or your idle channel-surfing in full-spectrum sensory glory. For this more casual form of viewing, there's trideo—3DTV. The name its mom calls it when she's angry is “digital high-definition three-dimensional holovision,” but most people just call it “trid.” Modern trids are hyper-real—it's something of an experience to project a dinosaur action-sim, war movie, or sexy thriller right into your living room. Though a huge variety of trid shows are broadcast via Matrix or satellite to suit your fancy, including pay-per-view, you can also program your own preferences and schedules and create your own personalized media feeds, from your favorite trids to the keyword-tagged news items—uncluttered by commercials, news, or other shows you don't care about.

If you prefer the big-screen experience, you can also head down to the nearest multiplex to watch the latest trid blockbuster with all your friends. Trideo cinema isn't as popular as simsense, but it does have its plus sides—after all, if you're the square-jawed hero in the latest bad action-adventure sim, you can't exactly take a break from the fight and start throwing popcorn at the bad guys, can you?

Radio is still alive and well in the 2070s. Most of it is corp-sponsored these days, but if you look around a little bit you can still find a few independent stations holding on to their small market niches and trying to fly under the corps' radar.

Like trideo, radio comes in free and pay varieties, broadcast by local transmitter, satellite, or Matrix. Most forms come with their own AR “sense-spam” to supplement the audio portion of the broadcast.

Finally, this section wouldn't be complete without mentioning the pirates. Pirate trid and radio shows, broadcast using illegal mobile (and often highly sophisticated) tech, are a staple in most larger sprawls. Their content ranges from the near-professional (underground news organizations broadcasting the news the corps don't want you to hear) to embarrassing (the rantings of bigots, fringers, and tinfoil-hat types with too much nuyen), but the fact remains that these dissenting voices—for however long they last before they're caught and replaced with new ones—are a valuable part of the broadcast landscape. So too are the myriad of small broadcasters—after all, in 2070, anybody with a commlink can send out whatever content they want, albeit for a very short distance. Anywhere people gather in any numbers, the airwaves are clogged with live linkcasts of every media imaginable.

## ADVERTISING

Advertising is literally all over the place. Unless you live on a desert island (and it had better not be a corporate-owned desert island, or all bets are off), you're bombarded by advertising from the moment you wake up to your alarm-clock radio to the moment you go to sleep with the hymns of trid commercials dancing in your head.

Ads come in all forms, from simple billboards and print spots to animated graphics, holographic images, catchy jingles, commlink-propagated word-of-mouth campaigns, targeted odors, and even subliminal cues and viral ads that replicate themselves to reach more markets. They show up on almost every surface that'll hold still long enough to slap an ad on it, and some guerrilla marketing organizations even specialize in altering other companies' ads to fit their own message—the Madison Avenue version of ganger graffiti wars. Memes (self-propagating units of culture) are prevalent, with Horizon being the acknowledged master of inserting these insidious bits of information into the public consciousness.

These days, targeted marketing has been raised to an art form. Because information about your every transaction is recorded, plugged into a relational database, data-mined within a millimeter of its life, and then shared with countless “affiliates,” advertisers quite possibly know more about your buying preferences than you do. Using RFID tags and the information broadcast by your commlink, they can tailor ads to your preferences on the fly and beam them to your PAN from all angles every time you walk into a store. Sure, this can get annoying (and usually does), but isn't all the spam worth it for that one time when the clothing store points you at *the* perfect jacket you've been seeking for weeks—in your exact size, color preference, and price range?

## FASHION

'70s fashion isn't just about clothing—it's about your whole body and all the wiz things you can do to adorn it.