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AR - Email sample 2
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Subject: Deep space battles -- with sound ...

Hi FIRSTNAME, Dave here from Stand Books, and you know, I love a good story -- in books, on the big screen or on the television in my living room. One of my favorite television shows is Battlestar Galactica. I even like the original, kitschy 1970s version.

In a far distant future and world away, man and machines lived side-by-side, until the machines declared war on humanity. The machines took over and destroyed all ships the humans controlled -- except for old, obsolete Battlestar Galactica, a ship that had never been upgraded to the latest software that the machines had hacked into. So all of humanity's fate rested with this antique ship that no one had given a second thought to in the rush for the latest and greatest technologies.

Man, what a fun show. Great names: Starbuck. Apollo. Helo. Gaius Baltar. Deep space battles (so what if you could hear the explosions?), roguish pilots and beautiful women. The newer version had a dark, gritty noir feel that harkened back to the early days of movies.

And, you know, there's something to that plot. Sometimes, the newest isn't the best. Sometimes, old school is still the best way to go.

Even when it's not trying to take over the world, new technologies come with glitches. They require copious amounts of batteries. A surge can wipe out your data or reset your carefully honed settings. There's time spent catching up on just what the heck this thing does and how you work it.

The "newest thing" can be great. But let's face it, newer technologies tend to be impersonal. Mechanical, hard and cold. Not something you want to snuggle up with.

Take for example a Kindle. You don't want it too near water. You can't quickly flip through it to find an earlier tidbit. It sucks up more electricity. You can't toss it -- into a bookbag or to a friend to read. You can't bend it, but you can cross your fingers hoping the screen stays bright and whole.

Yep, sometimes, a warm, solid, old friend is the way to go.

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Sincerely,
Dave

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