

High-Tech Holiday Shopping Tips

Finding The Perfect Electronic Gift

(NAPSA)—The newest gizmo, the hottest doohickey, the latest and greatest gadget...it seems that each holiday season comes with an overwhelming list of “must have” gifts, especially when purchasing for a self-proclaimed “techie.”

However, consumers who do some homework and follow three simple tips during the annual quest for the perfect electronic gift will likely minimize both cost and frustration:

- **Tip #1.** Decide on the skill level of the person receiving the gift.

- **Tip #2.** Set a price range.

- **Tip #3.** Research, research, research.

“Shopping for the season’s hottest electronic gifts can be a daunting process which is why it’s important to do some legwork before making a purchase,” said Gary Severson, senior vice president and general merchandise manager, Wal-Mart Stores. “Read the newspaper or speak with sales associates to determine the hottest gifts this year, compare and contrast prices at more than one store, and look online for deals.”

Whether you’re shopping for the low-, middle-, or high-end user, Severson offers the following gift ideas to help consumers save both time and money this holiday season.

Entry Level Electronics

When shopping for the novice, stick to what he knows by looking for upgrades of products that he is familiar with. Some ideas include:

- **Philips DVD Player:** Picture and sound quality are better than a VCR, which makes a DVD the right gift.

- **Sony Portable CD Player:** For the techie who loves to travel, this model is great for long trips in the car or on a plane.

- **Panasonic Camcorder:** A novice techie can start his own home movie collection with an easy-



to-use version of the camcorder, perfect for holiday get-togethers.

Middle Management

The mid-level consumer usually looks for electronics that are up-to-date and trendy, are not necessarily difficult to use, and perhaps serve a purpose. Consider the following:

- **Vivitar Vivicam Digital Camera:** Chances are this techie already owns a top of the line 8MM camera, but digital cameras are quickly gaining popularity.

- **Emerson TV/DVD Player/VCR Combo:** Combines a 19” TV with a VCR and DVD player...all in one unit. This is a great space-saver.

Top Tier Techie

A true gadget-guru probably has just about everything, so think bigger and better for this shopping trip.

- **Sony 35 MM** model, with a 2.5-inch LCD can replace an outdated camcorder.

- **Initial Portable DVD Player** with a 5.6” screen. Now a movie buff can watch his favorite DVD movie almost anywhere at any time.

- **Sony MP3 Player/Recorder:** Only for the true music buff, this MP3 player records up to 300 hours of music from any audio source, no PC required.

For more information on these items, a digital camera buying guide, or to compare and contrast pricing on this year’s most popular electronics, visit www.walmart.com.