



cyber.fluids

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With their World Wide Web URL proudly printed twice on the bottle top, a swooshy planetary logo and spherical gelatinous balls suspended in sugar water, Orbitz™ is the 'natural' fruit beverage ready to usher us into the 21st century. A product of the Clearly Canadian Beverage Corporation, Orbitz is a vivid example of technology-driven design and marketing. The Jell-O-like 'planets' are a patent-pending technology developed by Bush Boake Allen, Inc., a New Jersey flavor and fragrance company. The small balls are as dense as their fructosian environment, enabling them to remain suspended, simulating an otherworldly, gravity-free existence. Attempting to lengthen their ride on the beverage wave, Clearly Canadian hired Karacters Design, a division of Vancouver-based Palmer-Jarvis Advertising to give fluid gel technology sizzle and spin. With complex flavors like pineapple banana cherry coconut, Orbitz intends to be the alt bev for ages 12-15. And while visual appeal, textural enhancement, sci-fi style and a web site would seem to be more than enough attitude for the average teen earthling, the real trip begins when you lift bottle to mouth and let it mix with your own precious bodily fluids.

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