



HIGH-TECH HYPE

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June 15, 2008 -- PRESS releases have gone electronic. The other day, a fancy black box arrived with what looked like a gold cigarette lighter, but it turned out to be a USB flash drive. Plugged into a computer, it plays a 30-second commercial for Trump Dubai, starring an 007-like model and his Bond girl arriving by jet and speedboat. The package also contained an invite to the June 23 launch of the project at the Seagram Building with Sultan Ahmed Bin Sulayem and Donald Trump. Even better was the package from the **Borgata** in Atlantic City containing an iPod, which plays a slide show of the casino's new hotel, **the Water Club**, which has its grand opening on June 26, plus music and a video. Recipients can delete the hotel images and load it up with their own music and snapshots.