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In our never-ending quest to provide you, our discerning public, with the latest discoveries in post-modernist ironic science, we here at the Noël-Dumoulin labs are proud to announce our most recent endeavour.

As can be expected from our reputation as purveyors of high-quality science, we have chosen to bend our collective intelligences on the highly exciting field of gender differences as correlated with finger measurement.

Our initial plan was to build a touchscreen laptop that could take a user's handprint, measure the finger lengths and then automatically adjust the user interface accordingly; thus, the closer in size the middle finger and index were, the more "masculine" the interface, i.e. a deeper blue and with more Excel spreadsheets open; while the greater the difference in these two fingers, the more "feminine" the interface, i.e. the more pink it would be and the more Hello Kitty™, Princess Peach™ and Barbie Dolls™ would be displayed.

Unfortunately, the Dumoulin-Noël labs have burned through the 3 trillion dollars seed money the venture capitalists advanced us (those bling foosball machines were expensive but worth every penny).

And so we are now forced to earn our money the old-fashioned way: by becoming highly-paid consultants.

For our first gig, we have decided to add legitimacy to the exciting field of finger measurement/gender characteristics studies by giving it a pompous nomenclature, to wit: digital metrics, or digimet for short.

Now you too can choose your favourite digimet research paper and watch it do battle with other digimet papers to determine the overall winner.

Digimet: Gotta catch'em all!

Sylvie Noël, PhD (psychology)
Sarah Dumoulin, (pH 4.5)