

MSU remote won't help football team

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By Steve Kaminski

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Maybe the best thing about this brand new Michigan State University remote control is that it comes with a lifetime warranty.

You know how it is. You're parked on the couch in front of the television, and your boys are getting their butts kicked by some team from Idaho. The first thing you're going to throw against the wall is the remote control.

Still, you might want to be careful with this one. It's functional with cable or satellite, and it can operate the television, the VCR, PVR and DVD.

Best of all (if you are a MSU fan) the handheld remote features the MSU logo, and is painted in the Spartans' green-and-white colors.

The first officially licensed MSU remote control now is available for \$19.99. It also is available at select stores throughout the MSU campus.

The remote arrives just in time for MSU's 2006 season, which begins today when the Spartans host Idaho at noon in East Lansing. The remote is expected to ship in three-to-five business days, so there might still be time to get one before next week's home game against Eastern Michigan.

"Not only is the Michigan State universal remote control the perfect addition to Spartan homes everywhere, it also offers many practical benefits," said Jonathan Thomas, who is the president of North American Licensing Company, LLC. "Most households have multiple viewing areas and multiple components, such as televisions, DVD players, cable and satellite receivers.

"The high-quality Michigan State universal remote control consolidates these units into one easy-to-use device."

North American Licensing Company is based in Birmingham, and it's a sales and marketing company that provides national brand products to the professional and collegiate sports industries.

Those NASCAR boys must be slipping. I'm shocked that the NASCAR marketing machine didn't think of this idea first, but I'm predicting the day is coming where you can find your favorite driver's name, number and sponsor on a remote.

Did you know you can buy a Dale Earnhardt Jr. toothbrush? Seriously.

You can't buy a University of Michigan remote, but those will be available soon. Officials promise that remotes featuring the top college teams in the country will be available during the course of the football season, including the Wolverines, so expect one in Maize and Blue.

The remote operates on two AAA batteries. It boasts the world's largest library code, and it can access subtitles and closed captioning.

Now, if only they could develop a remote control like the one in Adam Sandler's movie "Click," which was released in June.

Imagine hitting fast forward every time your running back touches the football.

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