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Jargon Watch: Bendy Chips, Nighttime Spinach, Dark Marketing

By Jonathon Keats 19 hours ago

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Bendy chips *n. pl.* Flexible circuits built by bonding ultrathin silicon-crystal nanoribbons to rubber. Developed at the University of Illinois, they deliver silicon-wafer performance without the fragility, promising a new generation of supple electronics, such as smart latex gloves for surgeons.

Nomophobia *n.* Short for no-mobile phobia, it's the anxiety produced by losing cell phone contact, for lack of coverage or power. A recent survey in the UK estimates that half of its citizens are afflicted. The condition is said to be as stressful as a root canal.

Nighttime spinach *n.* Euphemism for bushmeat, including chimpanzee, antelope, and giraffe, illicitly consumed in African refugee camps after dark. With meat in short supply, trade in such wildlife has escalated, resulting in the disappearance of delicious species.

Dark marketing *n.* Discreetly sponsored online and real-world entertainment intended to reach hipster audiences that would ordinarily shun corporate shilling. McDonald's is the latest mega-brand to adopt this paradoxical promotional tool, with an alternate-reality game called The Lost Ring, nearly devoid of golden arches.

— [Jonathon Keats \(jargon@wired.com\)](#)

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