

Simplicity is making a city with over 8 million people seem small.

**PHILIPS**  
sense and simplicity

Navigating New York can be complicated. Philips wants to make it easier with these simple tips, tools and resources that will help you keep pace with the city that never sleeps.

 SIMPLE SOLUTIONS THAT SAVE YOU TIME, MONEY AND STRESS!

<b>NO TIME?</b>	<p><b>requestworks.com</b> Pay someone to be your personal assistant for the day.</p> <p><b>barnesandnoble.com</b> Same-day delivery is available to most addresses in Manhattan.</p>	<b>ORGANIZATIONALLY CHALLENGED?</b>	<p><b>containerstore.com</b> Make sense of a crowded apartment. Buy online and receive same-day delivery.</p> <p><b>garderobeonline.com</b> Unlimited closet space — they'll pick up, store and deliver.</p>
<b>HUNGRY?</b>	<p><b>maxdelivery.com</b> Delivers your groceries in less than one hour.</p> <p><b>menupages.com</b> Order in without all the clutter of paper menus.</p> <p><b>menumap.monkeythumb.net/map</b> Search restaurants by cuisine, rating, price and neighborhood.</p>	<b>NEED HELP?</b>	<p><b>manhattanmaids.com</b> New York's #1 rated cleaning service, available 24/7.</p> <p><b>k-9clubnyc.com</b> Offering group walks, petsitting and more for your beloved pooch.</p>
		<b>STRANDED?</b>	<p><b>zipcar.com</b> Reserve a car for a couple of hours or the entire day, and pick it up a block or two from where you are.</p> <p><b>bnm.com</b> Your guide to great rental car deals in the city.</p>
<b>CONNECT FOR FREE</b> Visit <a href="http://wi-fihotspotlist.com">wi-fihotspotlist.com</a> to locate wireless hotspots near you.			

 SIMPLE TIPS TO GETTING AROUND THE CITY

<b>CAB</b>	If the numbers on the roof of the cab are lit, the cab is empty and you can try to hail it. Fares start at \$2.50 and increase based on distance traveled and time stopped. When it's raining, hail cabs in front of hotels and large department stores.
<b>BUS</b>	Exact fare of \$2 is required and you may pay with coins or MetroCard. For bus schedules throughout the city, visit <a href="http://mta.nyc.ny.us">mta.nyc.ny.us</a> .
<b>SUBWAY</b>	Definitely the fastest way to get around, the subway can be daunting if you're new to the city. For simple directions from wherever you are, visit <a href="http://hopstop.com">hopstop.com</a> .
<b>ON FOOT</b>	Avenues run north and south. Streets run east and west. Approximately 20 uptown / downtown blocks or seven crosstown streets to the mile.

 SIMPLE WAYS TO GET TICKETS

<b>BROADWAY</b>	For same-day or next-day tickets to Broadway shows for 25–50% off the box office price, visit a TKTS® booth. There are locations in Times Square and at South Street Seaport. For more information about hours and exact locations, visit <a href="http://tdf.org">tdf.org</a> .
<b>MOVIES</b>	Don't wait in long movie lines. Order your tickets before you go at <a href="http://fandango.com">fandango.com</a> .
<b>SPORTING EVENTS</b>	Visit <a href="http://stubhub.com">stubhub.com</a> , a place where fans buy and sell tickets.
<b>LATE SHOW WITH DAVID LETTERMAN</b>	Request tickets online at <a href="http://cbs.com/latenight/lateshow">cbs.com/latenight/lateshow</a> or call the standby line at (212) 247-6497 after 11 a.m. on the day of the taping you wish to attend.

 SIMPLE WAYS TO GET TO AREA AIRPORTS

<b>LAGUARDIA</b>	<b>CAB</b> There is no set fare for trips to and from LaGuardia. The regular metered fare applies, plus toll and tip.	<b>JFK</b>	<b>CAB</b> The regular metered fare plus toll and tip applies for trips to JFK, but a flat rate of \$45 plus toll and tip applies to most trips from JFK to Manhattan.	<b>NEWARK LIBERTY</b>	<b>CAB</b> There is no set fare for trips to and from Newark Liberty. From Manhattan, the regular metered fare applies, plus \$15 as well as toll and tip.
	<b>SUBWAY</b> Getting to LaGuardia by subway is not simple — avoid it at all costs!		<b>SUBWAY</b> Take the E, J, Z to the Sutphin Boulevard station in Jamaica or the A to Howard Beach and transfer to AirTrain. Cost is \$7 and travel time is about one hour.		<b>SUBWAY</b> You cannot take the subway to Newark Liberty.
	<b>RAIL</b> You cannot take the rail to LaGuardia.		<b>RAIL</b> Take NJ Transit® or Amtrak® from Penn Station to Jamaica Station and transfer to AirTrain. Cost is \$12 (more during peak hours) and travel time is about 35 minutes.		<b>RAIL</b> Take NJ Transit® or Amtrak® from Penn Station to connect to AirTrain at Newark Liberty International Airport Train Station.
	<b>BUS</b> New York Airport Service Express buses run between Manhattan and New York area airports. For more information, visit <a href="http://nyairportservice.com">nyairportservice.com</a> . Newark Liberty Airport Express buses run between the airport and Midtown Manhattan. For more information, visit <a href="http://coachusa.com/olympia/ss.newarkairport.asp">coachusa.com/olympia/ss.newarkairport.asp</a> .				
<b>GENERAL INFORMATION</b> For complete transportation information to all three airports, call (800) AIR-RIDE (247-7433) or log on to <a href="http://panynj.gov">panynj.gov</a> .					

 SIMPLE EVERYDAY TIPPING RULES

WHO	HOW MUCH
<b>Cab Driver</b>	15–20% plus \$1 per item that he/she helps you load into the trunk.
<b>Waiter/ Waitress</b>	15–20% of the bill (excluding tax), though at high-end restaurants 20% is the norm.
<b>Bartender</b>	\$1 per drink, though pricier, more complicated drinks may warrant \$2.
<b>Sommelier</b>	15% of the cost of the bottle.
<b>Food Delivery Person</b>	10% of the bill (excluding tax), 15–20% for difficult deliveries.

 SIMPLE TIPPING RULES WHEN TRAVELING

WHO	HOW MUCH
<b>Hotel Doorman</b>	\$1 per bag for help with luggage. \$1–\$2 for hailing a cab.
<b>Hotel Bellhop</b>	\$1 per bag for bringing luggage to your room, but \$2 minimum if you only have one bag.
<b>Hotel Concierge</b>	\$5 for help with getting hard-to-get tickets or reservations. No tip required when you ask for directions.
<b>Hotel Housekeeper</b>	\$2–\$5 per night.

 SIMPLE (AND FAST) WAYS TO GET TEDIOUS TASKS DONE

<b>RENEWING YOUR LICENSE</b>	<p><a href="http://nydmv.state.ny.us">nydmv.state.ny.us</a> You must meet several requirements to enjoy the convenience of renewing your driver's license online.</p> <p><b>License X-Press Office</b> 300 West 34<sup>th</sup> Street (212) 645-5550</p>	<b>RENEWING YOUR PASSPORT</b>	<p>Get a new passport or renew your old one in as little as one day, compared with the normal two-to six-week wait.</p> <p><b>It's Easy Inc.</b> <a href="http://itseasypassport.com">itseasypassport.com</a> (866) ITS-EASY (487-3279)</p> <p><b>Travisa</b> <a href="http://travisa.com">travisa.com</a> (212) 613-2223</p>
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 SIMPLE SOLUTION IF ALL ELSE FAILS

Dial 311 for answers to all of your New York City government services and information questions.