

The New York Times

Monday, December 7, 2009

PERSONAL TECH

Gadgetwise



Getting Smart About Personal Technology

December 4, 2009, 6:35 PM

Cheap Video Rentals Get Even Cheaper

By ERIC A. TAUB

Renting a video from Redbox has always been cheap. The video rental company with the now ubiquitous red kiosks in supermarkets and other retailers charges \$1 to pick up a disc, as long as you return it on time. But now one company has figured out how to make it even cheaper.

Red Box FREE Rental Promo Codes, a week-old 99-cent [iPhone app](#) from Neese Products, gives users a list, updated twice daily, of free rental promo codes that it finds by trawling the Web. The codes are found both through an automated system and by using people who search for them.

Promo codes are available on a number of Web sites, including Redbox itself. The app simply aggregates them and presents them on your iPhone.

None are guaranteed to work, and each code has a colored dot — green, yellow or red — corresponding to the likelihood that it will. While most customers praise the app, a few noted that none of the codes worked for them.

Redbox has not contacted the provider of the app; but it's debatable whether it would object to its existence.

While a promo code may give you one night's free rental, forget to return the disc on time and you're paying an additional late fee. And that may be exactly what Redbox hopes you'll do. After all, it certainly helped [Blockbuster](#).

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