

The Original Jobs Creator

Whether you're a BlackBerry user, an Android fan, or an iPhone/iPad devotee, the late Steve Jobs and Apple have made a substantial impact on the exponential advancements in mobile technology.

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Since the last iteration of this column appeared in print, the world lost one of its true visionaries with the passing of Steve Jobs. Apple, under Jobs' leadership, revolutionized technology over the past decade and paved the way for the cheap technology we feature in this column. As a nod to that legacy, we'll take a look at several recent additions to the "i" world as well as a couple of great cross-platform tools.

Sure, there were mp3 players on the market before 2001, but the introduction of the iPod and iTunes changed the way music is consumed. Plenty of people could check email

on their mobile phones, but the introduction of the iPhone in 2007 made the smartphone ubiquitous and coined the phrase, "There's an app for that." The App Store gave developers a distribution channel for their creations, paved the way for the 400,000+ apps now available (enough to keep this column going for the next 25,000 years) and pushed other platforms like Android to follow suit. PC makers have received lackluster response to their multiple attempts to market tablet computers, but the iPad roared onto the scene in April 2010 and sold more than 40 million units in its first 18 months.

1 Spotify www.spotify.com

Apple has become one of America's largest companies, and as we salute the late Steve Jobs, it only seems natural for us to identify technology that makes these products even better. With that, allow us to introduce Spotify—a new way to listen to music and enhance the experience of iTunes.

Spotify brings the world of music to you, and creates a social media integrated way to share your favorite tracks with the people you connect with. As a Facebook-integrated application, this application sits on top of iTunes and connects your Facebook friends in a way that allows music to be streaming, social, and simple. Now, you can hear what your friends are listening to, and share music with a drag-and-click methodology.

How does this cheap and free technology enhance your productivity? Simple; you can connect with other people and hear what they're listening to and care about. However, it goes way beyond that. From self-help e-books and amazing CEO or professor lectures, to that song from your childhood, Spotify allows you to connect with friends, colleagues, clients, and prospects to develop relationships beyond business. Not to mention, if you're a road warrior, Spotify can help you pass the time in planes, trains, and automobiles while building customer knowledge experience.

Adam and Yannis are always on the lookout for new and creative mobile applications and other technologies. If you have any tips or suggestions, please email them at adam.pozek@dwccconsultants.com and yannis@spectrumpension.com.

CHEAP TECHNOLOGY

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iOS 5
www.apple.com/ios

The newest version of Apple's mobile operating system was released in mid-October and includes a number of added features that are really useful. Here are two of the more than 200 new features.

- **Reminders:** Microsoft Outlook is pretty much the tool for managing email, contacts, and calendars, and iOS' ability to sync with these items is nothing new. However, one of the gaping holes has been its inability to sync To-Do items from the Outlook task list. Not anymore. The built-in Reminders app now syncs with Outlook tasks and even allows you to set location-based alarms using your iDevice's built in GPS.
- **Custom Silent Alerts:** We all have those times when phones must be set to vibrate to avoid unwanted interruptions. But what happens when you're awaiting that important call or email? How do you distinguish one short vibration from another? iOS 5 solves that problem by allowing you to create custom vibration alerts by simply tapping out the pattern on-screen. Once created, you can assign the custom alerts to particular contacts, so you'll silently know when that critical email arrives.

iOS 5 is a free download for all current iPhone and iPad users.

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iThoughtsHD
<http://bit.ly/2veusb>

Remember back in grade school or high school when you had to create those really intense brainstorming bubble charts? Well, little did you know that they would actually come in handy. Meet iThoughtsHD, an Apple add-on product that allows users to mind-map their thoughts into a flow chart/brainstorm map.

The user interface is so simple, and at \$7.99, it's one of the best productivity apps out there for organizing random thoughts into great ideas. It links to iDevices and other Apple products and keeps track of your ideas, goals, projects, meetings, etc. When you're on the road, and come up with the latest and greatest idea, no need to use paper anymore.

This application gives us an outlet to think outside the box and actually document the steps necessary to turn those thoughts into reality. If you're like us, good ideas are part of our job. Rarely, however, do we ever monetize and capitalize on those good or even great ideas. Rather than troubling your personal assistant with a diarrhea of ideas and thoughts while on the road, you can just use iThoughtsHD to produce a structured, visual mind map for him or her to follow up. This app can turn text into graphically stimulating thoughts for under \$10 and take your business to the next level.

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iCloud
www.apple.com/icloud

As the name suggests, iCloud is Apple's cloud storage solution. If you're a music junkie and want your collection available at all times, iCloud has some really cool features. Like many of the other solutions, it also allows for online storage, sharing, and collaboration on various documents such as spreadsheets, presentations, etc.

But there's one nifty feature that really sets iCloud apart. It allows for the synchronization of your email, contacts, calendar, and task list between your computers (both laptop and desktop) and your iDevices. This functionality has long been available through other, more expensive packages. However, for small businesses or independent professionals who don't want to spend the time or money to set up a Microsoft Exchange server and hire IT staff to maintain it, iCloud provides a simple and inexpensive free solution that lets you see all of your current information no matter which gadget you're using.

As of July 2011, 200 million users had downloaded more than 15 billion apps from the App Store. There can be no denying that Apple and Steve Jobs have changed the face of mobile technology.



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