

TECH

5 WAYS AN IPOD CAN BOOST YOUR PRODUCTIVITY

YOUR FAVORITE GADGET IS A BUSINESS TOOL (AND YOU CAN EXPENSE IT!)

01 RECORD MEMOS

You're in a business meeting and you don't have a voice recorder. With an iPod and Griffin Technology's **iTalk Voice Recorder**, you can be assured you'll never let a memo escape again. The current model is still available on Amazon.com, but Griffin has discontinued making it as they develop a newer version: look for **iTalk Pro**—faster, smarter, and compatible with all iPod models.

02 KEEP TRACK OF APPOINTMENTS

Need to know where to go next but don't have your **calendar** at hand? Your iPod is here to help. That's because your iPod has the ability to synchronize with your scheduling program—whether you use Microsoft Outlook on a Windows PC, or iCal on a Mac. And the good news is, it's a straightforward procedure.

Learn how: www.apple.com

03 READ PDFS ON-THE-GO

Whether you have an abundance of documents in your lineup waiting to be read or that you'd like to keep with you at all times, your iPod makes it easy. Using **PocketMac's** iPod software, you can reformat and copy PDF, word and text documents directly to your iPod for viewing anywhere. Now you have no excuse not to read that document you've been avoiding.

Learn how: www.pocketmac.net

04 STAY UPDATED ON THE LATEST NEWS

Wouldn't it be great to always stay current on the latest news while you're away from your computer? Now you can, because every morning before you leave home you can have your iPod automatically download the latest **RSS feeds** from your favorite web sites to view right on your iPod's text reader.

Keep up with the headlines on the go!

Learn how: www.carnglas.com

05 MAKE A PRESENTATION

Why lug a heavy laptop with you to give your presentation when you could use your slim iPod? Using ZappTek's **iPresent It** software, you can convert any PowerPoint, PDF or Keynote file into slideshows that you can load right onto your iPod. And with built-in updates tracking, iPresent It will alert you to which presentations need updating on your iPod. By using Apple's iPod AV cable, you can hook the iPod directly up to a TV's audio/video ports, or, for projectors that support USB input, simply connect the iPod with the same cable you would use for your computer to the projector. Then give your presentation!

Learn how: www.zapptek.com

LOGAN KUGLER

The Lowdown on Podcasts

If you love the convenience of your iPod, then check out podcasts—digital recordings of radio broadcasts that you can download from the Internet straight to any personal audio player. Available on the apple website are up-to-date business news broadcasts from ABC, CNN, and MSNBC and business reports and advice on marketing and management, along with tips and how-tos on investment, real estate and sales. You can subscribe at the iTunes Music Store, choose which programs you like, and iTunes will automatically download and update them to your iPod every time you plug it in. The best part—it's all free!

