

# TECH IT easy

Four innovative products to simplify your life »

My mother's pretty sharp... but technology is not her forte. It's not a generational gap that keeps her from tackling new tech, but her schedule. She's so busy doing other things that she simply doesn't have time to track down-and learn how to usethe latest technology meant to make life easier. It's a common theme, really. While technology is supposed to simplify our lives, for many people, it just complicates matters.

Perhaps you're in a similar situation. You know that there is technology available to centralize your e-mail, phone and personal calendar, but you don't know which is best. Maybe you're frustrated with your computer because it seems impossible to accomplish even the simplest task. Well, whatever the problem, there's technology out there today that can solve it.

Here, we offer four of the latest, greatest products on the market that will save you time and simplify your life.



### APPLE IPHONE

\$399

If you haven't discovered the iPhone yet, go to your local Apple Store and play around with one. Yes, it's expensive. But it's also the best example of digital convergence seen to dateand the best mobile phone you've ever owned. Here's why: You can send and receive e-mail, browse the Internet, manage your calendar, catch up on the news, check the weather, view a map, maintain a to-do list, listen to music, watch a movie, and, of course, talk on the phone. All of this in a design so elegant you'll want to lick it.

WHERE TO FIND IT: WWW.APPLE.COM



Hands down the best personal device on the market today.



Cost and flexibility. iPhone only works with the AT&T mobile phone service. It's a great service, but limits your calling plan options.

## APPLE MACBOOK

FROM \$1099

If you don't already own a Mac, making the switch may seem like more trouble than it's worth. But many people find Mac to be the solution to all of their computer woes. Not only is it more intuitive and so reliable that it hardly ever crashes, but it's immune to viruses. Plus, it comes with a brilliant software suite called iLife that makes organizing photos, developing a Web site, creating videos, and more, an absolute cinch. The iPhone syncs flawlessly with any Mac, so you can keep your e-mail, calender, Internet bookmarks, and address book all up-to-date across both systems, simply by plugging them in. There's a lot of kick for a portable notebook computer, at a reasonable price.

WHERE TO FIND IT: WWW.APPLE.COM





Ease of use, reliability and a coordinated system to simplify your life.



Cost of converting to Mac and learning to use a new computer

Before the digital video recorder, or DVR, you had to have a VCR and the memory of an elephant to record the show you wanted to watch. With TiVo, however, you can record two different channels at the same time,

while watching a third, and you don't even need a cable box—or tapes—to do it. The technology's been around for several years and is easy to use. If you're intimidated by making the leap, don't be. TiVo means the end of watching TV as we know it. Now, you can watch only what you want, when you want and this amounts to countless hours of time better spent. Also, with Amazon's Unbox service, you can purchase or rent movies directly from the Internet, through your TiVo, without even leaving the couch.

WHERE TO FIND IT: WWW.TIVO.COM





Watch your favorite shows whenever you want, pause live TV, skip commercials ...in other words save time.



After purchase, there's a nominal monthly fee.

# great **gadgets** = great **gifts**

Are family and friends always

hounding you for photos?

Well, simplify your life and theirs with the eStarling

Wi-Fi picture frame. This

8-inch digital photo frame looks great in the living room and is super easy to use. Just plug it in and actually e-mail photos directly to the frame from anywhere in the world.

WWW.ESTARLING.COM

PRICE: \$199

### AMAZON KINDLE

\$359

It's the way of the future and the train is leaving, so hop on. Amazon's new hand-held, wireless reading device, Kindle is going to revolutionize the publishing industry and the way we read...everything. Not only can you download that day's *New York Times*, but you can purchase and download more than

100,000 books directly to the device. This pencil-thin wonder has an easy-to-read screen about the size of a standard paperback page. Kindle can also access more than 250 top blogs from business, technology, sports, entertainment and politics. Plus, you can e-mail Word documents and pictures to your Kindle for easy, on-the-go viewing. Beyond the convenience, just think about the amount of paper you will save.

## WHERE TO FIND IT: WWW.AMAZON.COM



Wow. Read what you want, where you want, when you want. A virtual library in the palm of your hand.



Up-front cost. But, with most books available below retail cost, an avid reader will make it up in no time.

