

Client: ooVoo

Date: 19 January 2010

Media: Daily Express

Circ: 677,750

Get the best from new technology

David Parsley looks at how the latest gadgets can help you

1 Mophie Juice Pack Air
For those of you who opted for the iPhone over a BlackBerry, one thing common to many users is the often poor battery life from the Apple product. Well, the Mophie juice pack air solves that.

The latest Mophie is certainly an improvement on its first effort, which was just too bulky and didn't look great. The juice pack air is sleeker and better looking than its predecessor and has almost double the battery life during the sort of everyday use most business types put their phones through.

At around £55 it's not a bad price either, especially when you consider an Apple iPhone charger doesn't cost a great deal less.

2 Flip UltraHD
If your business, like so many others, is adding video to your website or posting video on your business's social networking pages, you'll need a Flip camera. Priced at about £120, the top-of-the-range Flip UltraHD is great value and makes the previously time-consuming process of posting a client testimonial or information clip on your website a doddle.

Simply point and record your subject then "flip" out the USB stick and plug it directly into your computer where the easy-to-use software will seamlessly download your film. Then it is a case of uploading it to your site.

Picture quality is excellent and if you're careful with lighting and surrounding sound, you can easily produce a top-notch web video.

Every business should have one.

3 BlackBerry Curve 8520 Smartphone
The BlackBerry Curve 8520 provides an inexpensive entry into the world of smartphones. Buy one and you may stop hankering over the iPhone.

The 8520 feels like a stripped-down version of the BlackBerry Curve 8900, foregoing the jazzy chrome trim for a rubbery edge.

It's clearly a less expensive phone but it still feels solid and sturdy, and the rubber edge should help those with sweaty fingers hang on to the device.

With the usual e-mail capabilities, easy scrolling and robust QWERTY keyboard, as well as the all-important social networking and useful work-orientated apps, this BlackBerry truly does offer a value-for-money deal. However, the lack of 3G and no GPS

could put some potential users off.

You can get the 8520 for free on a £25-per-month contract. It is also available for about £190 SIM-free.

4 HTC HD2
Another rival to the iPhone is the HTC HD2, which offers a similar look, feel and usability to the Apple but is in many ways more suited to business users.

With its Microsoft Windows capability, as well as pretty much everything the iPhone can do, the HTC is a genuine option for your choice of business phone.

OK, so you don't get all the apps that the iPhone geeks get but there are plenty to be going on with. We were impressed with the ease of use, resolution from the 4.3in screen and battery life.

It also has a great five-megapixel camera and allows all the essential social networking the cool businessperson requires these days. Along with the synchronising tools, this has to be the

closest thing yet to an iPhone basher. It is available through Vodafone or O₂ on tariffs from about £30 a month, so is less expensive than an iPhone, too.

5 ooVoo You have probably heard of, and even used, Skype video conferencing and you may have used similar products from the likes of BT. Well, here's another and, for us, it offers one of the easiest and most cost-effective methods of holding great-quality video conferencing.

The free version supports voice and video calls with other ooVoo users, and you can have two or three talking heads participating in a given call.

ooVoo also lets you record video messages, create a video chatroom and whisk files (of up to 25MB) off to various recipients. However, the free version does come at a cost of sorts; the ads that spin past the bottom of the screen can be a little annoying. To avoid the ads, ooVoo also offers some fee-based services. For £6 a month, its Super plan includes six-party video chats, the ability to record video calls and up to 1,000 minutes of video storage. Like Skype, ooVoo also offers plans for calling landline and mobile phone numbers, from £3 a month.

6 npower Energy Monitors According to figures from the Carbon Trust, SMEs in the UK could lose as much as £3billion in 2010 because of inefficient equipment and energy wastage.

To tackle the problem, npower is providing free energy monitors to every small business in the UK signing up to its e3 package, which will give businesses a real-time view of their energy use and let them see the instant effect of turning equipment on and off.

npower's energy monitors are simple to install and show users the energy they are using at any given time, the cost per month and a record of energy use for each working day.

npower calculates businesses taking energy efficiency measures could save up to 20 per cent on their bills.

Small businesses can sign up to e3 and receive a free monitor from npower at www.npower.com/saveenergyin2010

7 Fellowes Intellishred PS-79CI Shredder In these security-conscious times, every piece of paper, card, document, envelope and brochure you throw away could reveal a great deal about your business to potential identity thieves.

That is why a good shredder is a must for any business, and this baby is the best we've seen. We tested it on paper, then entire magazines, before moving on to credit cards and even CDs.

Available from about £165, it's a strong contender for the title of shredder of shredders.



IRISnotes Executive 1.0

Ever sat in a meeting taking notes and then had to go through the laborious task of typing them up to share with colleagues? Well, IRISnotes is a remarkable little gadget that allows you to write your notes with a digital pen, then download them, no matter how badly written, into your computer. Trawl the internet and you will find it for around £150.