

## **Succeeding Today**

# **Linking, locating and listening - tools for your small business**

Terry Brock

The recent Consumer Electronics Show had many gems hidden for small businesses amidst the vast array of consumer goods. Many of these gems can help enormously in your business. Here are three that I've experienced and wanted to share with you.

### **Linking Computers - Networking Made Easy**

Have you ever purchased a new computer and needed to transfer all the data files from the old computer to the new one? Do you have multiple computers in your office where you need to share files back and forth? Then you probably know about the configuration hassles that are required to make network connections work properly.

Well, that hassle is now over thanks to a new device from Data Drive Thru called Tornado. I saw a demonstration of it which consisted of plugging a cable into each computer (only 2 computers can be linked with this device) and within 5 seconds screens appeared with files of both computers on each of the computers. At that point in the demonstration they copied and transferred files from one computer to the other with click and drag simplicity.

Well, being the jaded journalist that I am, I didn't trust that demo. So, I got a unit myself to test it in my office with two of my Windows XP computers. I was amazed when I plugged in the cable to each computer. In about 5 seconds on my computers I saw files on each computer on both screens. Taking advantage of the situation, I copied some important files from one computer to the other with simple click and drag maneuvers.

In the past, to accomplish nearly the same thing I had to purchase a specific kind of cable, set up configurations on both computer to receive files and jump through several cumbersome hoops. The process would inevitably take a lot of time and effort to complete. Needless to say, I didn't do it often. Now, I can carry the Tornado with me on the road and transfer files from one computer to another for presentations, backup and more.

This is the way technology is supposed to work---no training, no jumping through hoops and fast. The price on the unit is \$59.95 and you can purchase it through the company's website at [www.datadrivethru.com](http://www.datadrivethru.com).

You have to see a video where they paired two network-certified gurus against an 8 yr-old girl and a chimpanzee. Initially, this looked like a silly marketing ploy but the fact is the little girl and the chimp beat the highly-trained computer technicians. Watch the video (and have some fun) at:

[snipurl.com/ChimpBeatsTechies](http://snipurl.com/ChimpBeatsTechies)

This illustrates an important principle with technology. What used to take a lot of time, money and effort now becomes incredibly easy. Your part is to maintain vigilance on new developments that are practical and beneficial for your business. Don't worry about staying on top of everything. You can't. What you can do is devote a little time to keeping up with technologies that are practical for you.

Check out the Tornado. Practical technology at a reasonable price!

(Tornado, US\$59.95, [www.datadrivethru.com](http://www.datadrivethru.com) ) Find Lost Items

For years I've wanted a device that could be attached to important items so that I can find them quickly if they are lost. I dreamed of having a device to locate lost keys, PDAs, computers---whatever.

Well, my dreams are now reality. And it doesn't cost a fortune.

The Loc8tor is an item that tracks your tag up to 600 ft. away. It is smaller than other items and has directional capabilities. It can guide you directly to where the item is located.

You can see a video of this with some other small-business-friendly devices from the Consumer Electronics Show at: [snipurl.com/CESVideo2](http://snipurl.com/CESVideo2).

Lo8tor, [www.loc8tor.com](http://www.loc8tor.com), \$169.99)

## Hearing Like Never Before

With the popularity of mobile audio devices like Apple's iPod and other MP3 players, we are more attuned to listening to good quality audio. Recently I was able to listen to sounds that I've never heard before through some headphones that are the best I've experienced anywhere. These headphones are from a company called Able Planet and it is worth visiting their website to learn more.

The company uses a technology called LINX AUDIO to bring out the harmonics that go unnoticed with other high-end headphones. The new Clear Harmony headphones let you hear sounds you didn't know existed. I am a big fan of 70's rock and roll. I couldn't believe the words I was hearing from the songs when I used these headphones. I had thought the lyrics were certain words. Then when listening through the Clear Harmony headphones it was like hearing these songs for the first time.

Another advantage was the ability to lower the volume considerably and hear the audio better. This saves on eardrum wear and tear and helps you hear even more.

The company also has some devices that use LINX AUDIO technology for hearing aids. These are breakthrough devices that help with the hearing impaired and are offered at significantly lower prices than available elsewhere.

For more detailed information on these, visit the company's website.

([www.ableplanet.com](http://www.ableplanet.com) Clear Harmony headphones, \$299.00, other products at various prices)



Terry Brock owns Achievement Systems in Orlando. If you have comments about this column, you can send them by email to [tbrock@bizjournals.com](mailto:tbrock@bizjournals.com) or visit his [web site](#).