

Innovation Trumps Stagnation

// by JEREMY NISEN

ROCKY ECONOMIC CONDITIONS CAN WEIGH HEAVILY ON A COMPANY'S productivity and margins, but often products that push the cutting edge of technology can help an enterprise become more recession-proof. Here's a look at four new products that will show you what we mean.

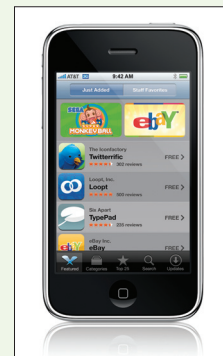


MILEAGE LOGGER: SAVES ON GAS AND TAXES

The Mileage Logger from VULOCITY has universal applications, but its primary function is to help you keep track of your mileage for your tax or company records. It attaches easily inside your car and wirelessly tracks how far you drive and where you go. The device logs all the information to Milagelogger.com, where the data is compiled into a matrix of useful information for you, including where you've driven, how long it took, and how far you drove. There is even a map printout of your travels to help you better strategize your next trip. The instrument costs about \$199, and there is a small monthly service fee to maintain your records.

IPHONE 3G: BETTER, FASTER, CHEAPER

This updated version of the popular iPhone offers a speedier Internet connection, updated accessory interfaces, and improved firmware. Released in mid-July, it is being marketed worldwide. The price has dropped considerably, starting at \$199 with a two-year agreement, and it is likely we will see many more applications and accessories for the newest iPhone.



SOLIO: HYBRID CHARGER LETS YOU GO

The Solio is a hybrid-recharging device that can take and store power from wall outlets and, more importantly, the sun. It saves this power to distribute to your handheld electronics wherever and whenever your mp3 player, smartphone, or digital camera needs recharging. The latest model, the Solio Magnesium Edition, features a rugged, magnesium alloy, protective container.

VOICEPULSE: TELECOM'S NEXT ITERATION

Voice Over Internet Protocol (commonly called "VOIP") is a technology that allows standard telephony features over the Web. VoicePulse is focusing its VOIP efforts on the residential and small business segments. Ketan Patel, VoicePulse's VP and cofounder, told **Hispanic Business** magazine that while most competitors simply try to replicate the functionality of a traditional telephone, "We've taken the concepts behind things like the iPod and integrated them into components of our service." He cites the company's Auto-Configuration Module for small business PBXs, which turns a 20-step configuration process into one-click, as an example. "Internet-based services are notorious for innovating ways to do things faster or cheaper," he said. □

