

By Lori Capullo
[Lcapullo17@gmail.com]

Gadgets & Apps

◀ **Loren Ridinger**

Senior vice president / Market America and Shop.com
Miami Beach

"I'm obsessed with generating buzz and using the latest and greatest products. Besides using my BlackBerry, I also carry my iPhone with me whenever I am out. The iPad and laptop are mandatory when I'm traveling. Each product serves a different purpose and functionality. I like to take full advantage of all social media aspects of the web, including video, blogs, Twitter, Facebook, etc."

Favorite Apps

Website Tracker Analytics. It allows users to get a wide variety of Google analytics reports.

SG Project Pro. "It helps me create reports, charts and schedules so that I can easily view any projects with up-to-date information. I love this app because it allows me to stay connected with what is going on with all the different projects my team and I are working on, and I can see the progress that is taking place."

◀ **Arthur Metz**

Consultant, product launch specialist
Miami

"I use my iPhone day and night for everything, from keeping up with e-mails to showing off my photos to friends to texting around the world to international clients who need me at crazy times when talking is not my communication of choice, since my voice may be cracking from just waking up or getting ready to sleep."

Favorite Apps/Gadgets

White Pages. "So helpful when you're on the road or even at home or the office and need a number or address."



Flashlight. "It's a bit depressing, but after 50 it comes in handy in restaurants and other situations when you need to see things more clearly."

Camera. "The camera is my memory maker and keeper."

iPad: "Easy to tote and use for e-mails. I can use it as my 'boom box' and for client presentations one-on-one." 



◀ **Joe Caristo**

CEO / Caristo Construction
Miami

Favorite Apps/Gadgets

Droid: "I run my business from it. I have all of my files,

drawings, permits and billings on it."

Astro File Manager. "Great because it allows me to read PDFs and assorted docs."

Swype. "Amazing — texting is a snap now, even with the touch screen."