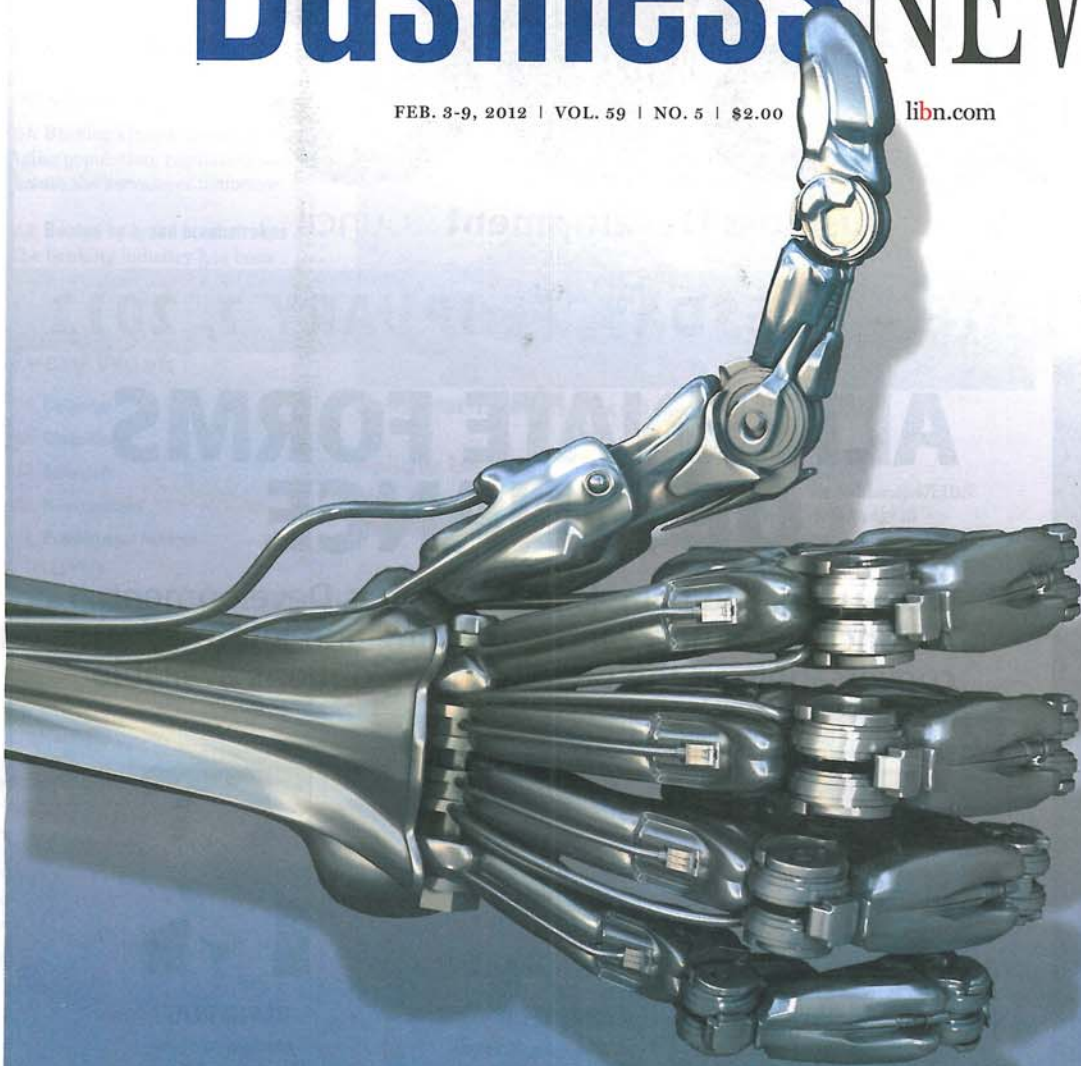


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THE MOST PROMISING
LI TECH COMING OUT OF
CES 2012

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Our own devices

THE MOST PROMISING LI TECH COMING OUT OF CES 2012

By JOHN CALLEGARI



DreamTraveler by iLuv

Consumer electronics wouldn't be anything without batteries to power them. And with consumers having so many devices, keeping all of them charged can be a hassle, especially with other home appliances fighting for scarce electrical outlets.

That's where iLuv comes in. The Port Washington-based developer of Apple and Android accessories unveiled its DreamTraveler charging station at CES to much acclaim. The compact device features a slide-out charger for an iPod/iPhone/iPad, two USB ports and three 2.1-amp electrical sockets, allowing six devices to be charged at once.

"Today, it's common for consumers to carry a MacBook and an iPhone, and it's not unusual to add an iPad into the mix," said Peter Choi, marketing manager at iLuv. "Consumers need portability, flexibility and multifunctionality when it comes to power."

iLuv has not yet released pricing details for the DreamTraveler.

What we like about it: Besides a bulky power strip, there aren't many solutions for charging several electronic devices all at the same time through one electrical socket, especially with a small form factor.

What we don't like about it: The convenience is hampered by requiring USB or electrical cables to power anything other than the first Apple device. So while it frees up plenty of electrical outlets, travelers must still lug around all of those cumbersome cords in order to fully charge their devices.

SuperBeam headsets by Andrea Electronics

CES may be dominated by the latest visual experiences each year, but the audio offerings are just as important, many would argue.

Bohemia-based Andrea Electronics has developed a headset/microphone combination that provides full stereo sound in both listening and recording. Featuring a microphone attached to each earpiece, the SuperBeam headsets – available in both headphone and ear bud styles – allows for



surround-sound voice recordings. The headsets also include background noise-cancelling technology, so users engaging in VoIP calls, video chats or Internet gaming can be clearly heard no matter what environment they are in.

"Convenience and sound quality play an important role when it comes to the consumer and enterprise customer, so our goal was to remove the boom microphone and create a product that offers the best sound quality available, with our noise-cancelling technology, along with our unique patent-pending audio capture feature, enabling 3-D surround sound recording," said Douglas Andrea, president of Andrea Electronics.

What we like about it: The dual microphones. Recording in surround sound provides a much more professional and fluid voice recording experience. Coupling that with the small size of the twin microphones – barely discernible, even in the ear bud version – makes for an impressive combination for any listening/recording needs.

What we don't like about it: At \$130 for the ear bud version and \$150 for the headphones, the SuperBeam headsets are pricier than many headset/microphone combinations. However, the dual microphones allowing for surround-sound recording makes the price more acceptable.



MID tablets by Coby Electronics

While bigger and better TVs were all the rage at this year's CES, led by companies such as LG, Sharp, Samsung and Sony, tablet PCs also had a strong showing.

Apple's iPad brought tablets into the mainstream, with many trying to emulate its success with their own versions of the mobile device, often with lackluster results. Enter Coby Electronics. The Lake Success-based company focused on budget consumer electronics debuted six new tablet entries of its own at CES 2012, ranging from a 7-inch model to the larger 10-inch model. Each device is equipped with the latest version of the Google Android operating system and sports front-facing cameras for video chats.

What we like about it: The price. With Apple's iPad starting at \$499, consumers have been craving a more affordable tablet experience. When HP lowered the price of its TouchPad to \$99 in a fire-sale move, consumers devoured it, snatching up every one they could find. Having an Android-based tablet – with the latest version of the Google Ice Cream Sandwich operating system, no less – starting at \$179 with most of the frills of

Each January, more than 150,000 people make a pilgrimage to Las Vegas not to gamble but to get a sneak peak of yet-to-be-released technology at the International Consumer Electronics Show.

More than 3,300 exhibitors attended the 2012 show, which took place between Jan. 10 and 13, and while the big focus was on larger companies like Sony, Microsoft and Nokia, 34 exhibitors hailed from Long Island.

Long Island Business News recently reviewed the products from the local companies displayed at CES. Here are the ones we're most excited about.

more expensive tablets is sure to find approval from a cost-conscious consumer base when it's released this April.

What we don't like about it: Many are viewing tablets as the evolution of the laptop computer. That transition is thwarted, however, when the replacement device has stringent storage limitations. With only 4GB of built-in storage for the 7- and 8-inch models – 8GB in the 9- and 10-inch ones – there's hardly enough internal storage to store an entire photo album, let alone someone's music and video library. Each tablet can expand its storage memory up to 32GB using SDHC cards, but that's an extra expense, and with the advent of larger memory cards, making the tablets expandable to 64GB would have been nice.

Car Connection by Audiovox Electronics

Vox International, the newly renamed Audiovox Corp., arrived at CES with plenty of gadgets and gizmos designed to make driving a more pleasant experience.

But it was the sole device intended to make driving safer that really caught our eye.

Audiovox Electronics, one of Vox's subsidiaries, debuted Car Connection at CES, a plug-in on-board diagnostic device that allows users to monitor their driving habits, vehicle performance and maintenance. The electronic device plugs into the vehicle's OBDII port, a standard feature on all vehicles since 1996, and syncs up with the car's on-board computer system, monitoring the situation and alerting the driver to any hiccups in the vehicle's performance.

In addition, the device will allow the driver to monitor gas mileage and receive tips on how to improve it. Audiovox officials also speculate the device could be used by insurance companies to offer usage-based insurance discounts.

Car Connection will retail for \$149.

What we like about it: Car Connection provides up-to-the-minute reports on where a vehicle is located and the speed at which it's traveling. In addition, users can create a "geofence" and receive an alert on their smartphone if the vehicle leaves the specified area – perfect for any parent nervous about letting their teenage driver borrow the car.

What we don't like about it: The monthly fee. Tom Malone, president of Audiovox Electronics, indicated Car Connection would carry a service fee of \$14.95 "or lower" per month when it is released. Considering it uses location-based services from national wireless carrier Sprint monthly data fees should be expected, but \$15 may be seen as quite excessive, especially from a consumer base that is already bogged down with more monthly fees than ever before.

