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Industry guru Dave Taylor answers questions about a wide variety of technical topics, including HTML, online advertising, Cascading Style Sheets, Web design, Unix, Linux, search engine optimization, Mac OS X, shell script programming and Microsoft Windows.



CONFERENCE REPORT: MACWORLD EXPO 2010

[This conference review is written by contributing editor Gary Moskoff]

Macworld Expo, to some a pilgrimage, came upon us yet again this February. For me, Macworld was at the right time for a variety of meetings I already had lined up, and San Francisco is always the right place, one of my favorite cities!

As I prepared for the technology wonderland of Macworld Expo, I found that it wasn't just about the product on the Expo floor, it's also about the educational experience, and the opportunity to immerse oneself in the root of the Mac subculture. And although I didn't attend half of the seminars I wanted to, the ones I did attend were interesting and definitely informative.

The keynote, given by David Pogue, was especially noteworthy. Mr. Pogue is the personal technology columnist for the New York Times, and tech correspondent for CBS News Sunday Morning, and apparently a comedian as well, because his 9am, "Late Night with David Pogue" session kept me chuckling all day!

As I walked the expo floor and reviewed my Macworld twitter feed, it was easy to see that attendees had traveled from all over the world to celebrate all things Mac. As the halo effect of the iPhone takes a strong hold on the mass market, everyone is interested in what this community is working on.

The mass market wants this community to provide products similar to the iPhone, products that integrate directly into their lifestyle, because when products integrate into your lifestyle, they're easy, fun and improve productivity, while adding to your professional and personal persona.

I'd say that the community is catching on!

When I arrived in San Francisco, I was surprised to find that Macworld had taken over the city. iPhones and Macs were everywhere!



Macworld Expo 2010, in the Moscone Center, San Francisco, CA

Don't get me wrong, the experience alone is worth the trip to CA, but the products speak for themselves: Here are my top five picks from Macworld Expo 2010:

- **HyperMac** -- I actually saw these iPhone battery extension products for the first time earlier this year at CES and have not put them down since. In fact, the HyperMac Nano has become a part of my daily life. I NEVER leave home without it and I recommend it for every hardcore iPhone user. HyperMac hit the engineering ball out of the park as the product ensures that your iPhone's battery lasts a few days while being able to talk all you want, taking advantage of the 3G network, tweeting, and enjoy your phone without worrying about power. All of this and the HyperMac is as sexy as the iPhone itself!
- **Microvision** -- is launching the first laser Pico Projector. This product is SMALL, but simply AMAZING. It can easily be carried meeting to meeting, allowing you to project your, Keynote or Power Point presentation to large audiences. Be sure to check it out!
- **Verbatim** -- introduced MyMedia Server, a **home network** storage solution designed to efficiently help consumers consolidate, preserve and share all their content on one dependable, high-**performance** device. Aren't we all looking for the one stop answer?
- zBoost, by **Wi-Ex** -- a cell phone signal boosters actually helps your cell phone work at home, in the office or in your car. Yes, even in those dreaded dead zones!

- [Neat](#) -- released NeatDesk for the Mac, a scanner and digital file [system](#) which can help organize even the un-organizable!

The final lo-tech product I'm happily highlighting is [MusicSkins](#) Beatles iPhone Skins. Fully removable, premium quality vinyl skins, MusicSkins helps your iPhone stand out in a sea of look a likes! I do have one suggestion to the Macworld Expo team; please consider a different weekend next year. I arrived home just in time to celebrate Valentine's Day with my sweetheart, but others who stayed to the final hour are probably in the dog house.

That said, I'll be there next year, if for no other reason than to peek into this amazing subculture, to see what's next for Apple and the [companies](#) who together are driving home the Mac panamanian!

Gary Moskoff is a contributing editor to Ask Dave Taylor and is the President of [Sleeping Giant Solutions](#), the company that also created the cool [Ask Dave Taylor iPhone app](#) [iTunes link]. Sleeping Giant develops unique marketing concepts, online games, software and relationships/ distribution channels that position your brand deeply within your customer's lifestyle.



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