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# PLANNING CONSULTANT

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Pay ~~No~~ Attention  
to the Fees  
Behind the Curtain

# Your Newscast, Starring You

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## TouchCast » [www.TouchCast.com](http://www.TouchCast.com)

**A** self-proclaimed television studio in your hands, TouchCast takes the era of DIY internet video to a whole new level. Basically, TouchCast gives you the tools to create professional-looking video right from your iPad ... tools like a teleprompter, adjustments for video and audio levels, positioning guides so that you appear in just the right spot on screen, etc. Use the built-in titles and themes to simulate the look and feel of your favorite newscast, right down to the streaming ticker at the bottom of the screen.

Still not convinced? How about embedding content from around the web right into your video? Add a video from YouTube, a feed from Twitter, a map, an online poll, a Wikipedia entry ... you get the point. If that's not enough, you can also use the white board feature to bring out your inner meteorologist (or inner sports commentator) by interacting with your on-screen content while you talk.

Once recorded, copy/paste links to your nifty new videos to share them anywhere you would share other online content. Even create your own channel and invite clients, participants, referral sources, etc. to subscribe. Spend a few minutes with this free app, and you'll be making YouTube look passé in no time.



## Feedly » [www.Feedly.com](http://www.Feedly.com)

**W**hether you love 'em or hate 'em, Google is one of the 800-pound gorillas of tech, and they can pretty much do what they want when they want. Usually that means adding new tools, but sometimes, it means taking away things ... as was the case with the widely used Google Reader.

There have been a number of other RSS readers that have attempted to swoop in and fill the void Google created, but few have done it as well as Feedly. Not only does it deliver on its basic functionality of grabbing content from your selected feeds, it doesn't skimp on the visual presentation in the process. In addition, unlike some of the other would-be Google Reader replacements, it includes versions for both the desktop and the mobile device, allowing you to create a single account so that your news can follow you wherever you go.

The basic version is free, but you can upgrade to the pro version for \$45 per year. So far, however, I haven't really noticed anything missing from the free version that would cause me to upgrade.

## Waze » [www.waze.com](http://www.waze.com)

**W**aze is the world's fastest growing community-based traffic and navigation application. The tagline, "Outsmarting Traffic, Together," is a perfect summary of the capabilities of this very powerful crowd-contributing community. Purchased by Google for a deal valued at \$1.1 billion, the FTC said publicly on Oct. 1, 2013, that it would not challenge the purchase by U.S. antitrust regulations.

The concept is simple. Use Waze on any major app platform, and you have instant visibility to other "Wazers" on the road, and the real-time information on your route. Using the Navigation feature, Waze will broadcast alerts to you on the upcoming police, accidents, road hazards or traffic jams, all shared by other drivers in real time.

Additional capabilities include community-edited maps so that detours, dead ends and any other sudden changes to a thoroughfare do not affect your commute. This constant feedback allows this powerful app to provide users with traffic information to outsmart the commute. Cost? Not on a tool that grows more powerful with each additional user, so you can download and use Waze at no consumer cost. Plus, with Facebook integration and a points system, you can even connect with all your friends online and on the road.

In fact, is there any reason you shouldn't download and use this app before you hit the road today?

Adam and Yannis are always on the lookout for new and creative mobile applications and other technologies.

If you have any tips or suggestions, please email them at [adam.pozek@dwccconsultants.com](mailto:adam.pozek@dwccconsultants.com) and [yannis@spectrumpension.com](mailto:yannis@spectrumpension.com).

## Cozi » [www.cozi.com](http://www.cozi.com)

**I**'m an Android man, and she's an Apple gal ... or maybe for you it's vice versa. Either way, cross-platform integration for calendar sharing has been a real nightmare in today's online living. Enter Cozi.

This free app and website allows users to create households online and connect users of various devices to share calendars, shopping lists, to-do lists and more. Now any member of your family can access the family calendar online or from any mobile device. Grocery lists, after school activities with the kids, pet grooming and other appointments all within the hour? No problem — with Cozi you can divide and conquer, assign tasks and spend more time together as a family!

Founded by Seattle ex-Microsoft and ex-Amazon veterans with kids of their own, Cozi has been fanatical about the family since its founding in 2005. Every family has one common denominator — we are all crazy busy! Cozi takes the chaos of family schedules, synthesizes it and delivers more harmony at home. If you don't use Cozi, you should, because it will make your household more cozy in the future.



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