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## Business

### Tampa tech show brings out the apps and gadgets

RICHARD MULLINS/STAFF

The RBYB frog, developed by Electronic System Innovators, rides in the car and wirelessly detects when the driver nears a grocery store. The frog's eyes blink to remind the driver to bring in their reusable bags.

By RICHARD MULLINS | The Tampa Tribune  
Published: June 11, 2011



#### TAMPA --

Rubber frogs that remind you to take your reusable bags out of the car when you arrive at the supermarket. Apple iPad apps that let you peer into faraway lands. And LEDs that use far less power than even "green" bulbs.

Tampa technology companies put their niftiest gadgets on display Friday at the Tampa Bay Technology Forum's annual coolTECH show. While the Bay area might not be known as a technology hotbed, there are several startup projects aimed at breaking through that image.

- The Tour Wrist app developed by Spark Labs of Tampa is getting national attention as one of Apple's more popular apps, with 20,000 downloads a week. Using an iPhone or iPad, users can dial up and peer through panoramic photos from all over the world. By holding an iPad up and spinning around, the user simultaneously turns the image, so they can look around a hotel room, for example, or scan Venice's rooftops and canals as if from a high position. The company has signed deals with Re/Max to show homes for sale and car companies so potential buyers can check out the interiors and see just where the cup holders are.

- The Electronic System Innovators startup is developing a small, wireless-enabled rubber frog that rides in a consumer's car and detects when the driver enters a store's parking lot, reminding them to bring in their reusable bags. The company is doing market research and making deals with grocery stores to integrate coupon deals.
- The Casey Group's iPad app Keyoobi uses an iPhone or iPad to merge digital maps with a worker's appointment book to lay out the most efficient driving route. It also sets off alerts if appointments are impossible to make.
- Altorr Corp. demonstrated its voice-activated systems, originally designed for injured veterans and the elderly, that open doors and turn on fans and lights.
- LEDnovation, based in Westchase, is developing LED lighting for residential and commercial use with more pleasant color than typical alternative lights. The lights also use a fraction of the power of incandescent bulbs or compact fluorescent bulbs.

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