

## The “Trucker” iPhone App Review

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I first met Allen through Twitter, a place to meet all kind of fascinating people like Allen Smith, who I soon found out was a truck entrepreneur extraordinaire. I wish I had his energy and ability to work and organize so well.

And boy, did that energy and organization come out great in the iPhone App he developed called “Trucker.” An application specifically for truckers that puts all relevant trucking related links and applications at the trucker and truckerette's fingertips.

The home page of the “Trucker” App has super cool styling, starting with a view looking out a drivers' windshield that includes a working windshield wiper and air horn the user can turn on or off. And drivers' can even send in their own photos to be put on the windshield view of the “Trucker” home page.

This iPhone app not only has coolness, but all kinds of efficiencies. For example, I was looking for a place to put more apps on my iPhone. I have all eight of my iPhone button panels filled up with 128 buttons. Allen's trucker application is equally capable of holding as many, or more links to similar services, only they are all geared to services that truckers would need and can appreciate. The best part is Allen's application button only takes one button spot on my iPhone.

In fact, one whole page is just services, that you access through the white lettered, Go to Drivers Resources, on the bottom of the homepage.

“Trucker” app also has entertainment for truckers under his media button. Now, you can get all those great trucker songs, videos, etc., in one spot.

Plus, it also has three communications buttons on the bottom bar: News (current events in trucking news), Events (organizations events like trucking shows), and Twitter (where you can pick up the trucking.)

And here is a little trick for you: after visiting any section other than the home button, to go back to the original button screen, click on “Done” button on the bottom right vs. the back arrow key, it takes you back super fast.

But what really knocks my socks off is Allen is already working on version two with more features and improvements. This is in addition to his highly rated blog talk radio show, “Truth About Trucking “LIVE” and the encyclopedic wealth of information he maintains on his website: [askthetrucker.com](http://askthetrucker.com), among the highest rated trucking blog sites.

The thing I really appreciate about all the information Allen presents, is that it is not sugarcoated or pollyannaish, especially for new drivers coming into the field. We already have too much of that from corporate controlled media painting a fairytale image of the industry. And Allen's information on trucking is invaluable for newbies, students and anyone thinking about coming into the trucking business.

Coupled with that, this Trucker App inventor is not afraid to be a trucker advocate, activist and fighter for improvements for truck drivers who often have a hard time advocating for him/herself, as a individual, with corporations, organizations, government agencies, lawmakers, etc. The "Trucker" iPhone app is fast becoming both a birthing place for new activist and a meeting place for truckers to talk about problems, get united and take action as a group.

Put it all together and Allen's "Trucker" app is truly an evolutionary leap in improvement over any other trucker product available on the iPhone and I cannot wait to see what he comes up with in version 2.0.

I would give the "Trucker" iPhone App 5 out of 5 star rating for a first version edition. With much potential for even more new great ideas, features and directions for this unique, one of a kind product customized just for truckers. All thanks to Allen Smith, a man whose passion is dedicated to improving the lives of truckers everywhere.