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begin review :

So your a truck driver who has taken the leap and joined the information superhighway. You have had a cell phone for a long time. You may have bought a laptop and moved some of your business records from paper notebooks to an electronic database. Now you have a shiny new iPhone, and your beginning to see how much information can be had in the palm of your hand. Lots of information. Now it is taking longer to find and organize the stuff you want as it does to read it. Have I got a deal for you...

There is this little app for the iPhone called Trucker, easy to find in the iTunes app store. Very small, less than 3 MB, so it doesn't take up much space in the phone. But it hauls a big load of information. Using the iPhone's Internet connection, the Trucker App pulls in news from a wide assortment of trucking industry magazines and trucker blogs, and even Twitter, the current 'big thing' on the nets. So you have current and relevant news collected where you can easily read it. They are doing most of the search work for you. The correct term is Aggregation Service, I just call it handy.

There is also a fair pile of reference material. For example, the Federal Motor Carrier Safety Administration posts all their rules and regs and news on the web. Trucker App has a fast "2 click and your there" way to keep up with them. And you all know we are one of the heaviest regulated class of workers around. Miss an update from those boys and you could be out some serious money... They have direct links to all the State DOT sites, a nice fuel price update collection, scale locator, traffic reports, links to emergency services, almost everything you need to find in a hurry is indexed inside the Trucker App. Its like Wal-Mart for the Truck Driver. (if we asked nicely they might even throw in a wal-mart map)

What makes this Application useful is the simple, clean interface they have designed. All of the information your looking for is sorted out and categorized in a logical way that makes it easy and fast to find. We all have more than enough stress in trucking to go around. If something is difficult to use, we will just toss it back in the bunk and forget about it. The Trucker App looks like it was built to put everything in your hand with less than 4 clicks. Really. I can get the latest road closed update for Nebraska in 4 clicks. And since the App pulls information over the Internet, Allen and his crew can easily update this thing as needs change.

In trucking, more than in any other business I know, Time Is Money. The Trucker App will save you both. It is simple, clean and fast. Give it a test drive, and when your inside having coffee, push the air horn button (hey, it's for trucks), the rest of us will know what your up to...See ya down the road,

Mark Pritchard