

# APPLE OF YOUR EYE?

## The iPad Offers Users a Mixed Bag For Business Use



TODD CLARKE, CCIM (TCLARKE@NMAPARTMENT.COM), IS A 20-YEAR VETERAN BROKER, CONSULTANT, INTERNATIONAL SPEAKER AND INSTRUCTOR WHO DISCUSSES TECHNOLOGY AND ITS USE IN COMMERCIAL REAL ESTATE.



READ TODD CLARKE'S TECHNOLOGY BLOG AT [WWW.NMAPARTMENT.COM/TECH](http://WWW.NMAPARTMENT.COM/TECH).

THE IPAD IS CERTAINLY A HEAD TURNER. I'VE OFTEN BEEN STOPPED IN AIRPORTS AND IN MEETINGS BY CURIOUS PEOPLE. Inevitably, the question I get asked is, "What do you do with your iPad?"

The iPad offers a variety of applications, but for real estate managers, some of the most common "wish-list" uses include using it as a replacement for a net book or laptop; a replacement for Microsoft Office; a presentation device; a multi-purpose tool for travel; or to simply surf the Web.

Let's take a look at how the iPad stacks up when used for these purposes.

### REPLACING A NET BOOK OR LAPTOP

The iPad is about half the physical weight of a net book but some of the basics from that device are missing, including a common file storage system that is compatible across all programs and the ability to print to PDF or to a printer.

The lack of a file storage system is inconvenient. While it is possible to store files on your home computer, and use iTunes Applications to copy and move files to the iPad (and vice versa), few of these apps offer the flexibility to choose which program the files open in, and only one of them offers a folder ability.

### REPLACING MICROSOFT OFFICE

The iPad offers three inexpensive tools that function much like the Office version of Word, Excel, and PowerPoint. While these tools (Pages, Numbers and Keynote) appear to be a bargain at \$9.99 each versus the Microsoft Office suite at \$299+, the Apple versions are much weaker and simplified versions of the Microsoft tools. Each of these Apple programs is mostly compatible with the Microsoft versions, but large files can cause them to fail or return error messages.



### PRESENTING

I have enjoyed making PowerPoint-like presentations with my iPhone. But to create them required many technical steps. I was excited when I found Keynote in the iPad app lineup because it does a nice job of allowing you to develop and deliver presentations and it is very intuitive to use.

### TRAVELLING

My biggest disappointment with the iPad is the lack of a dedicated GPS receiver. However, it does triangulate against cell phone antennae, and the Wi-Fi model uses Wi-Fi to find its location. You can also access information and maps on the Internet.

The lack of GPS also doesn't negate the power this tool offers on the road. I've spent long flights in coach class with my iPad and a set of Bluetooth headphones. With its beautiful screen, quick Internet connection and recreational apps, the iPad hosts a variety of travel distractions.

### SURFING THE WEB

The iPad is an ideal Web surfing device. It is easy to hold, incredibly fast and it features an intuitive virtual keyboard that makes browsing a delight. Unfortunately, the iPad doesn't support Adobe Flash, so don't be surprised when one of your favorite sites doesn't work properly. ■