

IN THE **B** **mbox**

Technology for Our Generation

There are almost 80 million Baby Boomers (people born between 1946 and 1964) in the United States alone. Collectively they form an economic powerhouse. Among many research statistics several stand out: by 2010, adults 50+ accounted for nearly \$3 trillion in total expenditures¹ and had \$2.3 trillion in disposable income²; and the Internet is, by far, the single greatest source of information for Boomers making a "significant" purchase, like consumer electronics.³ Yet, despite this enormous buying potential, the Boomer demographic has been largely ignored in marketing efforts by the consumer electronics industry, and sadly, by the media covering the industry as well.

IN THE **B **mbox** is about to change that!**

This dynamic website will be THE PLACE for Boomers to find products best suited for them, with clear, concise information to help them make smart purchasing decisions. The entire site is designed, written and produced by and for adults who want, to paraphrase the words of Dragnet's Sergeant Joe Friday, "Just the facts, ma'am".

Boomers are different from other demographic groups. Many are tech savvy. After all, this is the generation that made Apple, that made the PC, and that brought about the digital revolution. And while this generation has not lost its passion for technology, it has lost some of its visual and auditory acuity and manual dexterity. While they may not be ready for a big button single function cell phone, they would like to be able to read the icons on a smartphone, to have devices that don't require hours to get up and running,

that have manuals you don't need a magnifying glass to use. And that's exactly why we think Boomers will turn to .

Contents

"Hot Stuff" Product Reviews

There will be no "geek speak" . Product reviews will be short and to the point and will answer a list of direct questions:

1. What does it do?
2. How easy is it for Boomers to use (readable displays, manageable controls, instructions that make sense)?
3. What is the out-of-box experience? What's the frustration factor?
4. Is it worth the money?

Because we know the power of pictures, most of our product reviews will contain videos that we will produce. And if our visitors see something they like, we'll try to let them buy it at the touch of a button by taking advantage of affiliate marketing programs.

"In the BoomBlog"

This will be a section where our visitors can let us know about their experience with products they've tried. It will be well moderated "crowd sourcing" where Boomers can talk to fellow Boomers. This will also be the spot where viewers can talk about product wish lists, features they'd like to see and related issues.

"Big Picture" Articles

 will have full length articles that look at technology trends that are useful to our demographic and address some popular issues. Some examples:

- eReading is Fundamental – eReaders are not only convenient, but they are an enabling technology for many Boomers with eyesight issues. We look at the current crop of eReaders to see what might work for us.

- Buying Peace of Mind – satellite tracking devices help you keep track of your adventurous adult children (or let them keep track of you) anywhere on the planet.
- Wireless Networking - don't pull out whatever hair you have left, we'll guide you through the setup in simple steps.
- Is an Ultrabook for You? – these sleek new machines are great for road warriors, but are they being made Boomer friendly as well?
- Cash for Trash – your old electronics may be worth more than just pocket change. We'll tell you how to sell your stuff online without getting burned.
- Keeping up to Speed – simple tips to keep your computer running at its best without spending (much) money.
- Social Networking – Boomers and Seniors are the fastest growing demographic on Facebook. Learn how you can take advantage of social networks for fun and profit, while protecting yourself as well.
- Getting the Most From Your Smartphone Camera – if you do it right, do you really need that point and shoot camera as well?

An "App" a Day

Apps for smartphones, tablets, and even desktop computers are now a central part of our information infrastructure. But their numbers are just overwhelming. We'll help our visitors sort the wheat from the chaff, looking only at apps that we think our audience will find useful, interesting, and entertaining. We will have one staff member devoted to coming up with an "App A Day". We'll keep a library of our favorite apps sorted into categories that make sense and are easy to access.

How To Videos

We will produce targeted videos to help our readers find solutions to common problems. Our videos will focus on areas specific to Boomers, things like finding accessibility features on programs, devices, and websites. These will also cover subjects like navigating the Android operating system, setting up a home wireless network, troubleshooting a wireless printer, and cleaning up your computer. Our how-to library will build over time, and will be responsive to queries from our viewers.

The  YouTube Channel

We'll put all of our video reviews and how-to videos in a single place which will be easy to access both from YouTube and social media. Our goal is to have sponsorships for the channel.

"Guest Stars"

Over the years we've gotten to know many of the movers and shakers in consumer technology. Several have already expressed interest in writing guest columns for . We hope to get more once we launch.

Eyeballs are Everything

Our goal is to drive millions of Baby Boomers to  with aggressive marketing, SEO, and a national public relations launch in major print, online, and broadcast media. We'll also be using social media such as Facebook and Twitter to promote our overall presence and to highlight new articles and reviews. Once on our site we hope to keep visitors there with compelling content including no nonsense writing, some humor, lots of useful information, and great video content. And we believe guest columnists with established reputations will add to the attraction. Combined, we expect to attract a loyal audience, as well as a loyal base of advertisers who will find  a cost-effective means of reaching this well-heeled demographic. Our mission is to become the website of record when the 50+ audience is looking for consumer electronics and related services.

A Winning Team

The creative force behind  is award-winning journalist Gary Kaye. He's been covering technology since IBM introduced its first personal computer in 1981, first at NBC News, then at ABC News, Ziff Davis, CNN, and Fox Business Network. Kaye has a history of "firsts". He was the first broadcast journalist to bring a network television crew to the Comdex Computer Show, the first technology producer at ABC's World News Tonight with Peter Jennings, the first producer to do live coverage of the Solar Power International Conference, and the creator of the Fox Business Network's

signature series, "Three Days In The Valley". Kaye is a regular contributor to both AARP's website and to AARP radio, as well as to a handful of other print and web-based publications where he specializes in issues involving Boomers/Seniors and technology.

Gary Kaye is backstopped by Associate Publisher John Quain, a technology journalist with a long track record including regular contributions to the New York Times, the CBS Early Show, MSNBC, FoxNews.com and many other outlets.

In addition to Kaye and Quain, the initial  staff will have a full time videographer/editor to create professional quality video, an "Apps" editor, and staff members experienced in Internet marketing, SEO, and e-commerce.

For information about , including investment opportunities, please contact:

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1 - U.S. Consumer Expenditure Survey - Bureau of Labor Statistics

2 - U.S. Consumer Expenditure Survey - Bureau of Labor Statistics

3 - Zoomerang