

for the techie

By Tate Gunnerson



MAKE IT BETTER READER: **SAM OGBORN**, LAKE BLUFF, SALES AND MARKETING COORDINATOR, FUOR DIGITAL

Sam Ogborn doesn't know exactly why she's so interested in technology, but she suspects she picked it up as a kid from her dad, an early adapter who always had the latest tech toys, some more fun than her own. Whether it's nature, nurture or just the reality of growing up wired, Sam's not so different from her dear old dad.

"I've always been really passionate about technology," says Ogborn. "I wanted to have my own website in middle school."

As a sales and marketing coordinator with digital media marketing agency, Fuor Digital, Ogborn's smack dab in the middle of what's next.

"Anything I ever want to do has to be on the cutting edge."



1. NIKON D90

Ogborn used to be more of a point and shoot kind of gal, but she recently bit the bullet and spent the extra money on the Nikon D90, a digital SLR with a 12.3 megapixel image quality along with Nikon's DX-format CMOS sensor. "Now that I have a blog, I want the richest imagery possible," explains Ogborn. **\$850, Wolf Camera, 206 E. Rand Rd., Arlington Heights, 847-392-2625, Other Ritz and Wolf Camera locations in Evanston, Deer Park, Vernon Hills and Skokie, ritzcamera.com**

2. XBOX 360

Microsoft's Xbox 360 game system is a sales smash with many hardcore enthusiasts. And, available in November, Kinect, Xbox 360's full-body motion sensor promises to change the way games are played and bring the world one step closer to true virtual reality. **\$300, Gamestop, 76 S. Waukegan Rd., Deerfield, 847-498-5511, gamestop.com**

3. IPHONE 4

The iPhone is the Swiss Army Knife of the Internet generation. Out of the box, the iPhone lets you check your email, browse the web, record a conversation, take notes and even enables seamless video calls with its new Facetime feature. "I just downloaded a 400 page cookbook on the iPhone for \$1.99!" says Ogborn. **\$200 or \$300 with two-year AT&T contract, Apple Store, Old Orchard Shopping Center, Skokie, 847-679-1801, apple.com**

4. SLINGBOX PRO-HD

Slingbox's motto is "Watch Your TV Anywhere." The digital server connects to your home TV and allows you to watch your programs using an Internet connection. Ideal for road warriors or cube dwellers who can't get through the day without checking in with Montel. **\$299, Best Buy, Bestbuy.com**

5. KINDLE DX

"It's easy to go back and forth between books and the Kindle," says Ogborn, who lightened her backpack when she started using the Kindle to replace her college textbooks. Better posture wasn't the only benefit. "My friend's textbooks cost \$500, but my textbooks were \$65 on the Kindle." **\$379, Amazon.com**

APP CENTRAL

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