

# What women want



Research suggests that practical utility is what women want when it comes to technology. Women are more practical when making a purchase – considering how technology can help them in their daily life, before looking at product features.

While women are a powerful purchasing group – accounting for about 40% of

consumer electronics spending, according to research firm NPD Group - the fast-paced technology industry has been slow to target women, still focusing on hardware features that appeal to men. "We live in a female-driven economy and industry research shows that women are more likely to drive household technology purchases," says Iman Lattouf, Jabra channel marketing manager - Middle East & Africa.

### Key product traits

According to new consumer research unveiled by Jabra, one of the world leaders in Bluetooth headset and speakerphone solutions, conducted globally in collaboration with consulting firm McKinsey, simplicity, convenience and design are key product traits that women look for in accessories.

Specifically, products must be intuitive, aesthetically appealing, and - most importantly - life changing. The product must improve some facet of life - even if it's as simple as video conferencing, web browsing, or driving with both hands on the wheel.

The demand for hands-free accessories - including headsets and speakerphones - is increasing, but women cited more lifestyle-oriented reasons for buying these products, such as the ability to listen to music, multitask, perform recreational activities and even play sports.

### How technology enrich your life



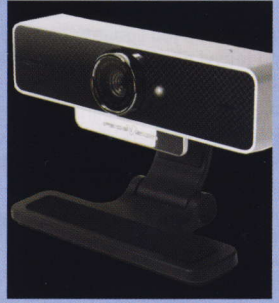
#### ■ Capture a meteorite

When Roger Svensson installed an Axis camera with motion detection software for security in his garden in the little Swedish village of Svensköp, he did not know he would become a celebrity overnight after his network video camera recorded the rare occurrence of a meteorite entering the atmosphere and impacting the Earth.

The video of the meteorite can be seen at: [www.youtube.com/watch?v=pX6KXsdGsR0](http://www.youtube.com/watch?v=pX6KXsdGsR0)

#### ■ Transcend space

The revolutionary FV TouchCam N1 brings high definition video calling – once the exclusive domain of boardroom users via top-end corporate communication systems – with crystal clear HD visuals and superior audio quality for Skype-based communication via PC or laptop to the average Net-enabled consumer. The breakthrough is great news for South African families with loved ones overseas and for small or remotely-located businesses to benefit from video conferencing. For more information visit [www.imagosa.co.za](http://www.imagosa.co.za).



#### ■ Photographic travel experiences

Harnessing photography's visual language as a powerful tool for people to experience and connect with the world around them and the person within, Roho Ya Chui offers truly unforgettable and transformative photographic travel experiences. Some of Africa's most beautiful wildlife destinations – from the Masai Mara in Kenya and the Sabi Sands in South Africa - become the space in which participants use photography to tap into the powerful resources hidden in all of us and to take a quantum leap from thinking to knowing. Visit [www.rohoyachui.com](http://www.rohoyachui.com) for more information. Top: A photo captured during the Horse Photography Safari.