

# Entrepreneur®

JANUARY 2010 | ENTREPRENEUR.COM

c. 606,770

APP OF THE MONTH



## Hands on the wheel

New app gets texters' eyes up on the road

THE PROBLEM OF TEENS texting while driving received high-profile attention as the key issue at the heart of the federal government's first Distracted Driving Summit last fall. Technologists are answering the call for help. **Illume Software** recently launched iZUP (that's "eyes up" for anyone still using long-form communication). The app uses GPS to detect if a phone is in a moving vehicle and blocks it from being used until the car stops.

If you're the parent of a teen, we already have your attention, but what does this have to do with your business? Well, when you have a mobile workforce, you expect your employees to be available anywhere, anytime—while with a client, at the airport or in the car.

"A lot of enterprise employees use cell phones provided by their employers, and they may even use company vehicles," says Darcy Ahl, co-founder of Illume. But most companies don't have policies against using a phone while driving.

As a download for BlackBerry, Windows Mobile and Android devices, iZUP can now answer that call (just not while on the highway). Adds Illume CEO Matthew Growney: "It's an app that just makes good business sense." —D.O.