Swiss Poken Light Up Social Networking in Triangle

RALEIGH, N.C. - A new gadget on the business networking scene is the tiny Poken™, an electronic business card that takes the form of a 2 Gig flash drive (PokenPULSE™) or a keychain-ready cartoon character without added memory (PokenSPARK™) configured to store and exchange Social Media links, pictures and video. When two Poken are briefly touched together, a green glow indicates a digital transfer of information between the two, later to be uploaded to the Poken owners’ personal computers via the standard USB port. Prices range from about $20.00 to $35.00. Success coach Martin Brossman, a trainer in maximizing Social Media, believes Poken should be on everyone’s keychains.. “The Poken is the interface between on-line business networking and in-person networking,” Brossman said.   “It’s a dynamic business card that always stays up-to-date. You add active hyperlinks to your Facebook, Twitter, and Linkedin sites, as well as your websites, phone, address—whatever you want to include in your personal website at the Poken Hub, poken.com. The Hub is where you maintain all your contact data. Since it is web-based you can view and update it from any computer.“ “Up until now we’ve traded business cards that use up our trees, often hard to read, which had to be scanned or transcribed into our computer,” Brossman said. “Now with the Poken™, when you want to share contact information, you touch two Poken together, enabling short range wireless to transmit a code to both units. Later plug your Poken™ into your computer and all of the other person’s info shows up on the screen. You can export this data electronically to any other system you want. If a saved contact changes any of their information, you are updated with the change automatically! Your Hub site also stores the info in a timeline to help you remember where you met people. The Poken™ is a two-year-old product by a company in Switzerland that is already turning a profit in Europe. I believe it is going to be an important business tool here in the U.S., besides being fun to use.” Poken are available to order on-line or at RTP area events related to www.inside919.com and www.LinkingRaleighNC.com #

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About the Author

Martin Brossman, a success coach, speaker, trainer and author, has been mastering the art of networking in the Triangle since 1982 (www.coachingsupport.com). He has originated numerous successful in-person and on-line networking groups which have facilitated meaningful business connections among members. Martin’s computer skills have powered his keen ability to create and teach crucial new Internet communications, such as blogging, podcasting and on-line networking. His own podcast show can be heard at www.InquireOnLine.info . He offers consulting on how to generate profitable alliances by maximizing face-to-face and on-line presence and managing “the conversation of you” on the Web (www.ProNetworkingOnLine.com).

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