

On-line Weight Watchers diet helper for Personal Digital Assistants (PDAs) and mobile phones

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By Laura Ciocan

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At the beginning of December, WeightWatchers.com announced the release of an application for Personal Digital Assistants (PDAs) and PDA mobile phones. It is the first to synchronize with a web-based account via the Internet. **Mobile-phone diet applications** are becoming increasingly popular. Weight Watchers diet promoters link the phone application to the **Web personal account**, which provides a useful portable tool for diet assistance.

This makes the diet easier to follow by offering :

The possibility of following your **weight watch** more closely, and of keeping permanent track of your eating

A **points calculator** and tracker. The WeightWatchers diet is based on calculating the points of foods according to a specific formula. This facility provides a ready, helpful tool. It also tracks the points allowance, daily or weekly, helping you to stay within limits

The application includes a vast database such as **25,000 food choices**, restaurants and groceries
An application which updates your web account every time you enter data or calculate.

The application has already gained huge popularity. Over **400,000 buyers** have downloaded the application from a popular Web site selling cell-phone applications.

As the popularity of low-carb diets has lost ground throughout 2004 and sales have dropped, the company behind the **Atkins Diet** is planning to launch a similar **product for mobile phones** and handheld computers on the market.

The product, available at the beginning of 2005, will be so **affordable** that it will be within the reach of any dieter. The application is a **carbohydrate counter** to help dieters track the carbohydrate contents of foods, as well as their own daily carb intake.

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The application is a further step within the firm's marketing policy of finding new market segments for the product -- the Atkins diet -- by diversifying the means of popularizing it. In this way it also diversifies the target audience. An **Atkins diet DVD** was put on the market and sold during the 2004-2005 holiday

season.

Laura Ciocan writes for <http://www.dietsindex.com> where you can find more information about

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website. If you use this article, please include the resource box and send a brief message to let me know where it appeared; <mailto:lauracio@gmail.com>

Selecting a Personal Digital Assistant

By Deryck Richards

Selecting a Personal Digital Assistant by Deryck Richards

by

Managing Partner

DESKTRONIX

A Computer in Your Hand

Carrying around an address book and planner is becoming a thing of the past. With new PDA developments, you can manage your contacts and schedule, use e-mail, and even listen to music. Personal Digital Assistants, originally called "Palm Pilots," previously were used just for retrieving basic information. Today, using some of the more advanced models could possibly replace the need to carry a laptop computer. Modern PDAs can play music, games, videos, write documents, and connect to networks and databases -- nothing short of a desktop computer.

Although newer PDAs have the processing power of a computer, they still have some limitations. Inputting information is done by handwriting recognition or by a miniature keyboard. Skilled users can input 20 - 30 words per minute, less than half the speed of a good typist on a full-size keyboard. PDAs with a color screen tend to run through battery life faster. Finally, because the small screen size the number of program options that can be displayed, the programs available aren't as advanced because the user doesn't have as much control over the program.

Despite these limitations, the market for PDAs is continuing to expand. Students, doctors, and business professionals are increasingly relying on PDAs for computing on the go. Common PDA applications include spreadsheet, word processing, database, financial management, and games.

PDAs synchronize files with your computer so that you can take your important information with you and update it when needed.

What to Look For

The two basic types of PDAs are Palm and Windows Mobile devices. The Palm Pilot was the first PDA available and its operation is very intuitive; some compared it to the Macintosh. Windows Mobile devices run an operating system very similar to Windows on desktop computers. Although Windows Mobile offers advanced features, its interface is still somewhat difficult to navigate in comparison to the Palm.

When purchasing a PDA, make sure that the programs on the PDA are compatible with the programs on your computer. Test out different models, with keyboard and with handwriting recognition, to see which one fits your preferences best. Also consider which application you will be using most. If you plan on using your PDA primarily for e-mail, get a PDA with a good keyboard and good battery life. If you plan on taking digital photos, your main concern should be the quality of the digital camera and the screen.

Deryck Richards is the founder and managing partner of Desktronix. With an extensive background in computer information systems, Deryck manages hosting and data center operations for Desktronix. He also provides system administration and technical support to small businesses as he has since 2000. For more information on Deryck Richards and Desktronix, visit

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