

# 04 Justin Baird

## GOOGLE AUSTRALIA INNOVATIONIST

Google launches 50 new things every week, ranging from tiny improvements to whole new products. Baird's job is to sit between the "hardcore developers" and clients, helping them make sense of Google's products.

- **There isn't a day I don't use my...** Google Android-powered internet device. I make a few calls a day on it, but it's really the internet services I'm using.
- **I like it because it allows me to...** access my information anywhere, through internet-based applications.
- **It would be even better if it...** had a faster data

connection (in Australia), was waterproof and had a built-in solar charger.

- **The best technology I ever bought is...** my tiny Flip Video Camcorder. With two boys, it's important to have a camera in my pocket for all the interesting little things they do.
- **I would never travel without taking my...**



**I ever bought was...** the car DVD player for the kids. I wonder how our parents

play test cricket at night. In fact we are working on one with CSIRO. Stay tuned.

## IRONKEY SELF-DESTRUCTS WITH THE WRONG PASSWORD

Ironkey, the world's smallest travel iron. Just kidding – it's a fully encrypted USB key that will self-destruct if you enter the password incorrectly too many times.

- **Top of my Christmas tech wish list this year is...** a Kogan netbook. I applaud Ruslan Kogan's business philosophy of asking the Australian community what it wants in products, then building them.

- **Someone should invent a...** household power meter that could store power in a battery for release in peak-usage times (smoothing the load on the grid across the day); show what household devices are sucking the most power; provide stats to improve power production planning and allow homes that generate surplus renewable power to sell it back into the grid. ➤

