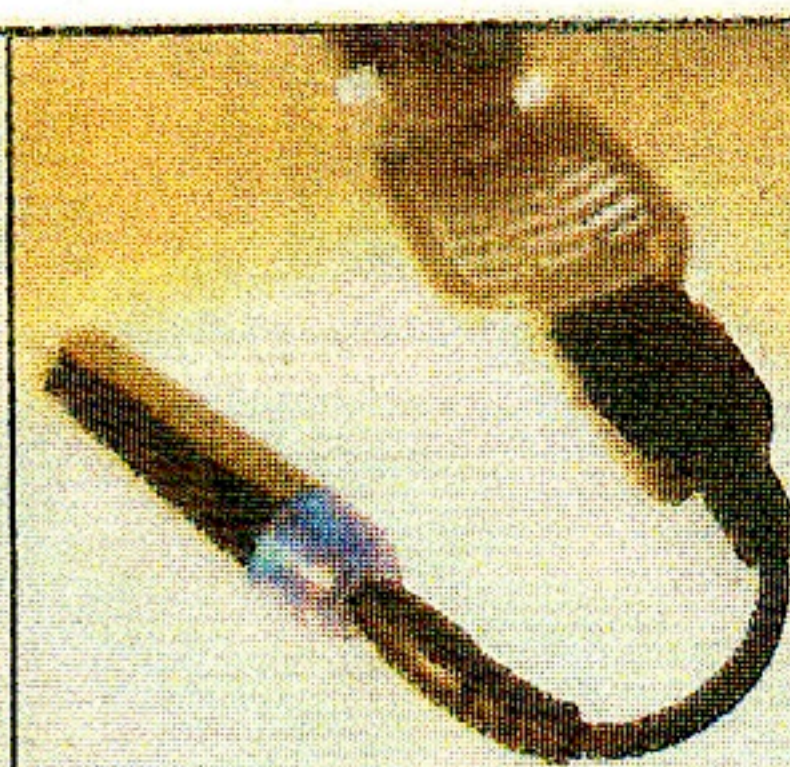


## HOW NEW BLAZERS CAN SUIT YOU

Shopping, F-1



## YOU'LL TALK ABOUT THIS

N.J. guy gives cells a boost, B-1

# The Record

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50 cents

THURSDAY

January 12, 2006

Bergen County Edition

## North Jersey entrepreneurs are charged up over invention

### Gadget makes Consumer Electronics debut

By MARTHA MCKAY  
STAFF WRITER

At the Consumer Electronics Show, which ended Sunday in Las Vegas, about 10 million companies exhibited 30 billion gadgets across three time zones.

OK. So it wasn't that big.

But 28 football fields worth of exhibit booths just about guarantees a visitor will lose perspective.

So imagine how happy I felt sashaying down one aisle at the Sands Expo center where I came across a bunch of savvy electronics veterans from northern New

Jersey. The trip out West was getting better.

The electronics guys had come to hawk their latest project, a practical little gadget called the Turbo Charge.

Plug it into your cellphone when it runs out of power and, using a simple AA battery, it gives you up to two hours of talk time.

The man behind the Turbo Charge, Norman Docteroff, said the idea came to him while on a business trip. He'd forgotten his charger and was trying to use a rival product (Cellboost) that gives an emergency charge to a wireless

### Spotlight on Technology

phone. The frustration came when Docteroff tossed the Cellboost into the trash — it's only good for a single charge.

"As I'm throwing the thing out I'm thinking what the hell am I doing here?" said Docteroff, with a Jersey shrug that made me feel right at home.

When Docteroff returned from his trip, he called his engineer pals and they came up with a slick little tube about the size of a lipstick case and a slew of attachments designed for almost every phone on

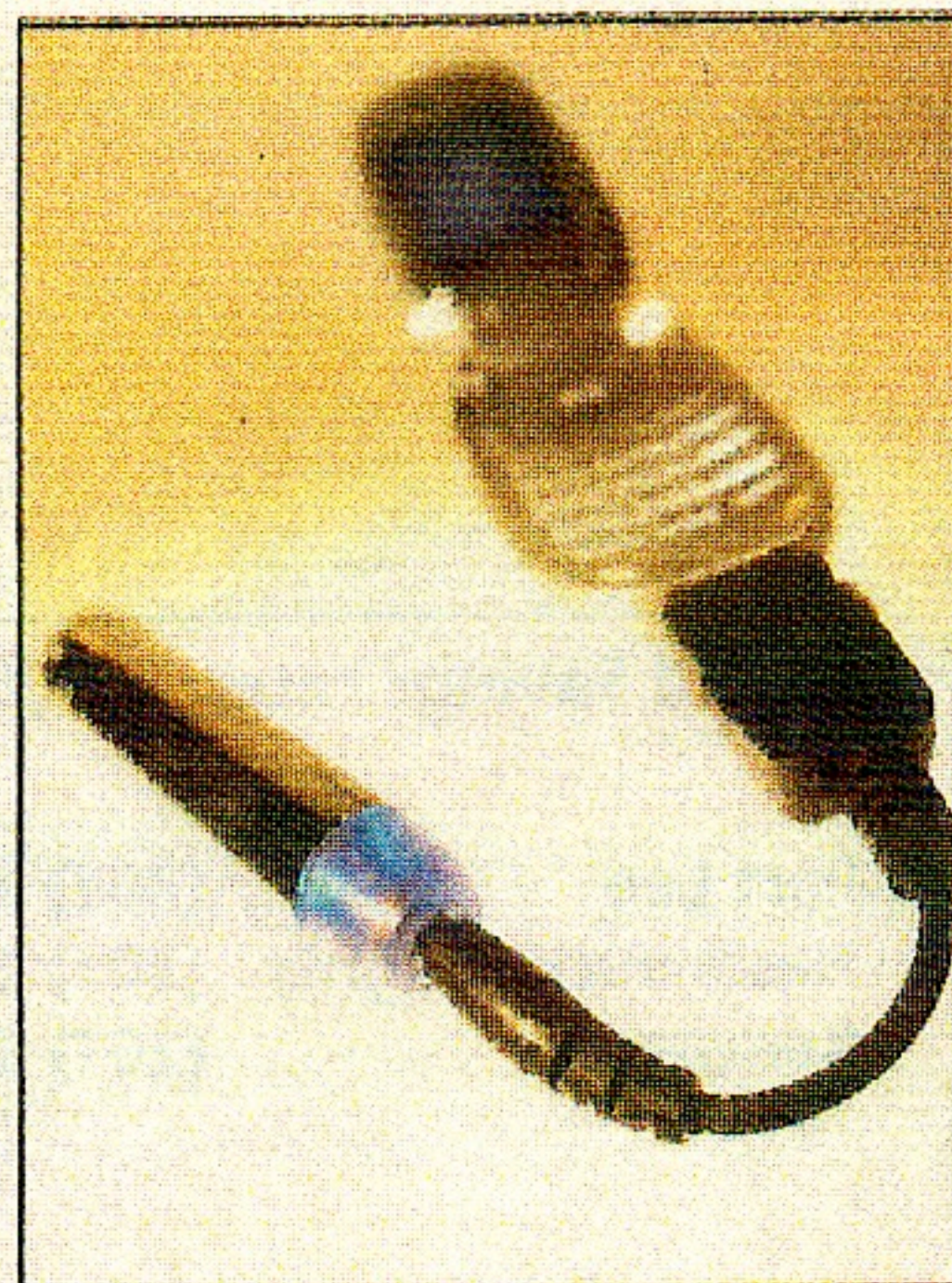
the market (the company claims its charger has adapters to fit 90 percent of the cellphone-personal digital assistant market).

Docteroff's high-tech team equipped the Turbo Charge with the ability to send the right amount of power to the phone or PDA, boosting the battery voltage using some proprietary methods so the juice flow is just right for a phone.

They also worked to get the price low: It retails below \$20.

Within the next two weeks the device is slated to appear on shelves in major electronics and retail stores, according to Fairfield-based Voxred International, Docteroff's company, which manufactures

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The lipstick-sized Turbo Charge provides extra cellphone talk time.

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### Spotlight: Gadget makes its debut

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tures the Turbo Charge.

The Turbo Charge enters a market where rivals have already begun luring customers with slightly different charging methods.

There's something called the SideWinder, a mini winding device that provides a few minutes of talk time after exercising your wrists to wind it up.

There's also a solar-powered panel called MicroSolar that charges NiMH batteries, which can then run your phone for up to 45 minutes.

And just across the way at the Consumer Electronics Show was another solution for powerless cellphones called the Kwik-E-Charge from a start-up based in the U.K. Devinder Paul, the company's director, said he's looking to enter the U.S. market with vending-machine styled charging stations.

As for Turbo Charge, the gadget has some veteran backers who know how to develop and distribute products in the often overheated consumer electronics marketplace.

Docteroff co-founded Clifton-based Gemini Industries, which he helped build into a major consumer electronics supplier and eventually sold to Philips Elec-

tronics North America.

Robert Borchardt, a Voxred investor and advisor, is past chairman of the Consumer Electronics Association, sponsor of the giant trade show.

Docteroff was confident that he can push Turbo Charge into the right stores in front of consumers who see the need for the mini-charger.

"There are 980 million cellphones worldwide and 180 million in the U.S.," he said. "If you have a tiny percentage of that market, then that's your target."

The thing that's compelling about Turbo Charge is its practicality, something that might have been enhanced by the fact that everywhere I looked at CES there was another company hawking a flat panel high-definition TV screen. Slick, but hardly useful.

Docteroff and his crew aren't satisfied with just the cellphone market, however.

They've closed a deal with Apple Computer and are poised to announce a similar reusable battery-based charger for Apple's wildly successful iPod line of music players.

Docteroff said they've got a name in mind: Apple Juice.

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