

Drive away from your office blues

BY JOHN ORR

Prefer being out and about than being in the office? Or maybe you're just destined to be a "road warrior".

How about a secure pedestal with storage space – a mini desk – in the car?

Mobile Desk is a new Australian business with the sole purpose of providing products and services for busy professional people, particularly sales people, who work from their vehicles.

Mobile Desk has launched two innovative products targeted at business on the move.

A high number of "reps" use laptops or PDAs and nearly all of them use these devices in their cars.

Similarly, most busy individuals whose income is technology-sourced carry a laptop everywhere... and the mobile desk appeals as convenient and a realistic work-saver.

Until now, the only way to get by was to delicately balance the expensive laptop on your lap or the seat next to you.

This normally results in a less than satisfactory work position and in some cases damages the equipment.

A lack of organisation means an increase in stress and anxiety levels, which means people work harder, not smarter.

Mobile Desk has released the Autoexec at \$395 and the Mobile Desk in two versions at \$325 and \$385.

All are imported from the US where the concept of car-based administration has been on the market for six years.

The units provide a convenient work surface and large storage area for office tools and accessories.

They feature a slide-out work surface with a clipboard style clip to hold an A4-size writing pad.

The large top is covered in a non-skid material and is large enough to hold a laptop and/or portable printer.

The spacious storage area underneath can hold files, a diary, computer print-outs or customer files. Top loading storage compartments can be used to store pens, sunglasses, a calculator, or a tape recorder.

For safety, the desk is firmly secured in place by a standard seat belt.

The telescoping arm can be adjusted to hundreds of positions via two large knobs. The arm is made from steel and high impact plastics.

Mobile Desk has US clients like Hewlett Packard, Pfizer, the US Department of Transport, and Prudential Insurance.

In Australia, Glaxo-Wellcome and a growing number of individuals have taken up offices on the run.

For more information Mobile Desk can be contacted on (03) 9876 7440, (02) 9630 4003 or e-mail: sales@mobiledesk.au.com.



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