

Zite is Out of Sight!

By Kerry Scott Boll

Have you tried the new application [ZITE](#) on your iPad? Go to Apple's App Store on your device and download this incredible application for free. Currently, it's one of my favorite applications.

Why? Because it's a personalized magazine application that will learn what you like and continue to deliver material that is of interest to you. It can sync with your Twitter or Google Reader account or on its own.

And SO easy to get started. Once you open up the application for the first time, it will prompt you through what sections you are interested in keeping up to speed reading. Do you have a culinary interest? Then you would simply click on the Food & Cooking section and it will appear when you launch your application on the section tab to the right.



This is a sample of a Top Stories page which is the original page that you land on when entering the application. The more you use it and read in the sections that you are most interested, the closer integrated the Top Stories page becomes to you.

It's fun to share as well. When reading an article, you can simply click on any of the sharing options such as Twitter and Facebook or choose the email icon to send the article link to your favorite information junkie.

If you're like me and Natalie, we love the Social Media section. Check it out and learn more news about your field of expertise!