



## [LATEST ADVANCES IN TECHNOLOGY TO BE FEATURED ON THE COMPETITIVE EDGE WITH JOE NAMATH](#)

*Host Joe Namath to interview leaders in the Technology sector to discuss the latest innovations.*

*Online PR News* "09-April-2013" There seems to be an app for everything these days. Our insatiable need for instant gratification (access to information, check deposit, even paying for your morning latte) has been the driving force behind the recent surge in mobile app development. The technological advances that we take for granted today were considered to be the stuff of science fiction only a generation or two ago. Back in the day, advanced information technology meant a complete set of encyclopedias in the living room. Today, that information, and more, is only a click away. The recent advances on the technological home front are vital to business success, and are the subject of a series of episodes that will be featured in the upcoming season of O2 Medias The Competitive Edge with Joe Namath. A dynamic and innovative player while with the New York Jets, the football legend hosts this fascinating series and interviews the pioneers that are leading the way in technology.

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As part of this seasons lineup, Industry experts in all facets of the technology sector will show viewers how the latest trends are changing the way we do business. Viewers will learn about data management and innovations in data security, including the latest weapons in the fight against cybercrime; improvements in analytics that more accurately predict marketing outcomes and improve a websites interactive experience for the end-user; the advantages of cloud computing and the advances being made to ensure safe accessibility for all; the increasing versatility of tablets and smartphones that allow business to be conducted even at 30,000 feet; and, of course, the driving force behind app development.

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In addition to the amazing stories on the latest in technology, viewers will also be treated to stories of advances in manufacturing, energy and medicine.

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About The Competitive Edge with Joe Namath: The Competitive Edge with Joe Namath gives straightforward information in a news-oriented format that viewers can utilize and tailor to their own individual and business needs. By talking directly to leaders and influencers in business, The Competitive Edge shows viewers how their business can achieve and sustain success.

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