

INTELLIGENCE

iPods map the way

It's rush hour, and you suddenly remember that you had to run an errand across town. Just how far west is Jane Street? You could shove your way through the TTC car to ogle the route maps. Or worse, get off and look at a map at the next station. Fortunately, there's an elegant solution to this common commuter inconvenience: Download a map onto your iPod and scroll away.

Fed up with the awkwardness of peering over the shoulder of commuters to stare at a map of the MTA, New York City's transit system, designer and photographer William Bright chopped up maps of the sprawling system into smaller files and downloaded them onto his iPod.

Mr. Bright put the files on-line early this month, and within days he was receiving requests from friends and strangers all over the world for maps of their city's systems. Maps of Boston, Chicago, London and Toronto quickly followed, and then he added Tokyo, Melbourne and Hong Kong.

"People are definitely enjoying the idea. I've received a good amount of praise from users, and the downloads will be pushing the 10,000 mark very soon," Mr. Bright said.

Unfortunately, the maps only work with an iPod Photo and newer models with full colour screens. Maps are available at www.ipodsubwaymaps.com.

— Ron Nurwalski