

TOP GUNS IN TECH

Technology is forging ahead quicker, it seems, than the speed of a kilobyte on the national broadband scheme. It's all thanks to these young Aussies.

BUSINESSES THAT are based on technology are some of the fastest growing in the country, whether you're looking at consumer electronics retailers, software developers or those harnessing the power of the internet for various companies.

The pace tech-savvy businessmen and women set is often hard to keep up with.

More and more, too, we're seeing young entrepreneurs at the helm. These young guns are not only bright, motivated and eager to succeed, but they've had the benefit of being raised in a world where technology has always been an important part of their lives – from the worldwide web's wealth of free information, to

comprehensive software tools and expanding platforms for communication and myriad social networking opportunities, not to mention the natural computer literacy that comes of being raised in the digital world.

Here are five Australian top guns in tech to keep an eye on.



RUSLAN KOGAN

Working out of his parent's garage just four years ago, Kogan has turned his online consumer electronics store Kogan (www.kogan.com.au) into one of the country's most successful online companies. Sourcing everything from TVs and laptops, to GPS devices and home appliances from manufacturers overseas, his business cuts out the middle man by selling directly to customers online.



ROBERT MURRAY

Founded by Murray in 1999, the video game studio Firemint (www.firemint.com) has been producing hit game after hit game ever since the iPhone and iPad arrived, including the award-winners, *Flight Control* and *Real Racing*, which have sold millions of copies. Firemint was recently purchased by US gaming behemoth Electronic Arts in a deal that is rumoured to be as much as \$40 million.



MARK HARBOTTLE

Following Sitepoint (www.sitepoint.com), an online resource for web developers and designers, Harbottle has gone on to enjoy true global success. His works include crowd-sourcing graphic design marketplace, 99 Designs (www.99designs.com), website marketplace Flippa (www.flippa.com), and his latest project Learnable (www.learnable.com), aimed at making and taking online video courses.



MATT BARRIE

An entrepreneur, lecturer and technologist, Barrie currently heads Freelancer (www.freelancer.com), the world's leading outsourcing marketplace. To date, this online employment portal has seen more than a million projects undertaken between many small businesses in the Western world and freelancers in the developing world. He was *BRW* Entrepreneur of the Year for 2011.



ROSS HILL

Barely into his twenties, Hill has already carved a successful career out of social networking with his creation of The Hive (www.thehive.org.au), a network for Australian entrepreneurs. Along the way he also founded popular CD cover artwork search engine, Coverhunt (www.coverhunt.com). He's currently the enterprise relationship manager at Yammer, the world's leading social network for businesses.

TV EVOLUTION

We've gone from chunky boxes showing black and white to colour, flat screens and 3-D. Now what's next for TV?

If you think your snazzy new 3-D TV offers the latest and greatest in tech, think again, as the next revolution in TV technology is here in the shape of 'smart' TVs. Panasonic, Sony, Samsung and LG all now offer internet-ready TVs that utilise your existing broadband connection. This not only opens up access to YouTube, but watching catch-up TV services including ABC iView and Yahoo!7. Some TVs even let you use Facebook, Twitter, and Skype, plus check the latest news, weather and more via built-in apps.

