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THE APP RAP

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RedLaser (For iPhone, iTouch, and Android)

Price: Free

Everybody loves a deal! In this economy, no one wants to over pay for any product, especially when several stores carry the same item. Wouldn't it be great if you could just take your cell phone, scan the barcode on the item of interest, and receive a list of places with the lowest price?

Fortunately, there is a free, simple-to-use app doing exactly that, available for Androids, iTouch, and iPhones. It's called RedLaser.

Here's how it works.

Hold your smartphone steady while aligning the product's bar code on your phone's screen as it scans. RedLaser immediately searches online using Google Product Search, TheFind, eBay and Half.com. It then lists, from the lowest price to the highest, online retailers offering the product. Christine Requa, a recent graduate of Miramonte High School, commented, "RedLaser searches quickly so that you can compare the internet prices easily."

RedLaser does much more than online comparisons. It also uses your phone's location to do a local search of all nearby retailers that have your particular item in stock. It displays the retailers name, address, and current price point. Bobby Taylor, a senior at Miramonte High School, said that RedLaser is great because "you may find that you can save money by driving a few miles down the road to another store."

But wait, there's more! Other features include the ability to email yourself barcodes of items that you may be interested in buying at a later date. RedLaser also has the ability to list allergen and nutritional information on just about every brand-name packaged food.

When you want to buy video games, scanning the barcode showcases game reviews.

Be sure you are paying the lowest possible price for any product you buy. Download RedLaser on your smartphone today and let the savings begin.

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