

# THE INDEPENDENT

## & FREE PRESS



**You and Your Pet:**  
Rudy loves his treats  
Page 10

**Health Care:**  
Young's honoured  
Page 23



50 cents (+GST)

Friday, February 9, 2007 56 Pages

Voted Ontario's best newspaper

### INSIDE



**Lapointe named to Canadian Golf Hall of Fame**

Page S/L1



**Recipe of the week: Lobster with pesto**

Page 25

Editorial	6
Const. Borak	12
Sports S/L1, 3, 4-6	
Calendar	21-22
Classifieds	26-29

### WEDNESDAY...

The Jr. A Raiders begin playoff action Saturday against Burlington. For full game reports see Wednesday's edition and check our website (below) for on-going series results.

For breaking news go to:  
[www.independentfreepress.com](http://www.independentfreepress.com)



Former Georgetown resident Mark Pundsack, who now lives in San Francisco, shows off his set of iMuffs, a wireless product he designed for use with the popular iPod. Pundsack has been successful in having Apple Corporation accept the product for sale in their Apple Stores across the United States.

Photo by Ted Brown

## The apple of Apple's eye

*Georgetown High graduate is the man behind iMuffs—a wireless headset for iPod users*

**TED BROWN**  
Staff Writer

When former Georgetown resident Mark Pundsack graduated with his Master of Business Administration (MBA) degree in France, he decided he was ready to tackle his lifelong goal—to start his own business.

He targeted the world of consumer electronics and was looking to develop something in smaller wireless gadgets—something the bigger players weren't into yet.

He realized that to today's generation, the iPod had become almost as popular as the cell phone, with its ability to store hundreds of music files to play on the go.

The only downside some people had found with their iPod was the need to connect wired ear-buds or earphones into it to hear the music.

He decided to design and develop a wireless ear-phone setup, to address that need, and came up with his own invention, a set of headphones, appropriately called iMuffs.

While it took some perseverance on Pundsack's part, he has even managed to get Apple Corporation to take notice of his invention as Apple is now marketing iMuffs.

With his undergrad degree in computer engineering from the University of Waterloo, following his days at Georgetown District High School, Pundsack was well-equipped to tackle the technical challenges of creating iMuffs.

And by calling on some of his MBA colleagues who had already started up their own businesses, he was able to research the business side of the proposal.

He moved to San Francisco in 2004 to be close to the industry, and find people to do the work to create the product, as well as manufacture it.

"Although it was developed as a wireless headphone for the iPod, I wanted it to do more, taking advantage of the new profile Bluetooth technology of some of

See GETTING, pg. 5

**Bad Credit is No Problem!**  
"CAR LOANS FOR YOU!"

CALL OUR GEORGETOWN OFFICE  
**THIS WEEK'S EXAMPLE**

**OF SPECIALS**

- 2000 Ford Taurus
- 2000 Honda Accord
- 2002 Chrysler 300M
- 2003 Oldsmobile Alero
- 2004 Chevy Cavalier
- Over 25 Mini Vans!

WE FINANCE YOUR FUTURE NOT YOUR PAST

CALL THE GEORGETOWN HEADQUARTERS 1-866-364-0697 or 905-877-7818

**GEORGETOWN KIA**

Every Coat NOW on SALE

**60% off**

Bring in your old Winter Coat & Get \$100 OFF\*

**SHEAR WARMTH**

**THE OLDE HIDE HOUSE**  
ACTON LEATHER CO.

ACTON  
49 Eastern Av  
(15km N of Hwy 401 & 25)  
1 877 4-LEATHER

It's Worth the Drive to Acton  
Open Everyday 10-6, Friday 10-9  
[www.theoldehidehouse.com](http://www.theoldehidehouse.com)

TORONTO  
522 King St. West  
(1 block W of Spadina)  
416 203-7001

**REFINANCING? PURCHASING?**

**2.6%**

Variable Rate  
**BOB WOODS**  
Mortgage Specialist

\*Rate subject to change

**Assured**  
MORTGAGE SERVICES

(905) 877-1490  
360 Gough St. Georgetown