

BEST NEW TRAVEL APP

MobileDay

A free smartphone app that automatically pulls dial-in information off your calendar, MobileDay lets you make conference calls by touching a single icon.

"Our mantra is, 'Never dial again,' says co-founder and vice president of business development Brad Dupee. "We're eliminating dialing for any call you need to make on your cell phone, providing it's on your calendar."

Automated conferencing—which typically relies on dialing an 11-digit number, then punching in a code to identify you as a participant and route you to the right call—just wasn't designed for cell phones. In most systems, the access number and code are on a different screen than the dial pad. "So people toggle back and forth putting in a few numbers at a time," Dupee says. "Or else they try to scribble it down while driving or whatever they're doing. It's a mess."

An elegant solution to this problem seemed like a far bigger business than simply letting executives' schedules talk to each other, which was the original aim of Dupee's startup. So the company took a left turn—relaunching as MobileDay in early 2012 with a focus on streamlining the conference-call-dialing process for business travelers—and has been growing since. Punching in your mobile number on the website will send the app to your phone, where it can be launched from there. For now, services are free. Premium options will follow later this year.