

New technology for Baby Boomers



Baby Boomers will continue to change the world even as they battle cataracts and arthritis and other ailments of age.

Here's how, from the [Boomer Venture Summit](#) at Santa Clara University.

Women aged 55 to 64 shop online, said Steve Jurvetson, managing partner of [Draper Fisher Jurvetson](#) in Menlo Park -- other than teenagers, they're the fastest growing group of online shoppers. Hence his firm's investment in [MyShape](#), a Web site that lets women size clothes for their less-than-perfect bodies.

Older people use cell phones and spend more time online than the generation behind them, even though Boomers are less likely to have gone to college and did not grow up using the Internet.

"But boomers have time and wisdom," Jurvetson said, so he also sees opportunities to invest in broadband.

He may be right -- after driving, the last thing Boomers would give up are their subscriptions to cable or satellite TV, according to Jody Holtzman of the [AARP](#).

They have money -- at least some. They have to work because three quarters of them are not ready financially to retire.

Besides buying increasing quantities of prescription drugs, Boomers buy cars, trucks, and home appliances and furniture for their new empty-nest condo or house they plan to share with their second spouse, said Ken Dychtwald, the CEO of [Age Wave](#) in San Francisco.

In fact, Boomers -- defined by the government as people between the ages of 45 and 63 -- don't see themselves as old.

According to the AARP, they believe old age begins at 71 -- except for Ken Dychtwald's 89-year-old father. He believes he'll be old when he turns 100.

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