

## Zomm hopes wireless tether can prevent lost phones

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A ZOMM that uses Bluetooth technology, is shown at the Consumer Electronics Show (CES) in Las Vegas, Tuesday, Jan. 5, 2010. The ZOMM sets off a personal alarm and has several other functions when used with a cell phone. (AP Photo/Paul Sakuma)

(AP) -- Losing your cell phone can be exasperating and expensive. But what if your phone could call out to you, letting you know it was about to be left behind?

Zomm, a newly minted consumer electronics company from Tulsa, Okla., believes this would cut down on disappearing handsets. At the International [Consumer Electronics Show](#) in Las Vegas this week, the company showed off a small device that does just that.

The company's device, also called Zomm, connects wirelessly with your

phone via [Bluetooth](#) and sets off an alarm if you walk away from it.

The Zomm, which is about the size of an Oreo cookie, also includes a personal alarm that users can activate and a button that will call emergency services with your phone. It acts as a speakerphone and alerts users of incoming calls as well.

The product includes a rechargeable battery that can last for three days per charge and is expected to be available this summer for \$80.

Laurie Penix, co-founder and president of Zomm, came up with the idea for the gadget earlier this year after a friend's husband lost his third [iPhone](#). She started the company with her husband, Henry Penix, who is also its CEO.

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