

## Bouris in a TZ about guaranteed delivery

**T**he psychology for me is instant gratification," mused the *Celebrity Apprentice* host and Wizard Home Loans founder, Mark Bouris, yesterday.

"The ultimate instant gratification when I get on my PC or mobile... is when I have to buy," he explained, in a rare insight into his psyche.

What Bouris was talking about was how people's desire for self-gratification was often disappointed when they saw their online purchases returned to the post office after they were not home to accept delivery.

"The whole process of buying online, the whole experience is tainted," Bouris said.

Thankfully, he has found a solution to his self-gratification problem. An internet-enabled "automated residential" post box that could allow packages to be delivered and securely deposited at people's homes when they were not around.

As the executive chairman of the technology company TZ Limited, Bouris launched its so-called ourPAD which he said was the "answer to the recent online shopping boom and the influx of packages that are currently being delivered in Australia".

"Australians shop online for the instant gratification of getting what they want, when they want it, and often at a competitive price," he said. Bouris explained his internet-



enabled device (which could be unlocked remotely) was perhaps the biggest development in letterbox technology since the 1800s.

"We'd like to think we've upgraded the technology of the letterbox and brought it into the current century," he explained. TZ, however, is yet to actually find a partner to commercialise its ourPAD letterbox.

### COOL PAD PITCH

Bouris was coy about being compared to the Apple founder Steve Jobs. Nor did he seem keen on any trademark disputes with Apple.

"It's not a mobile phone or anything," he said of his ourPAD. "And P.A.D. stands for something, Package Asset Delivery, which is something we have registered."

"It's not a Pad as such. It's not like an iPad," he reassured yesterday's briefing about TZ's new letterbox.

However, the *Apprentice* host was still happy to say his ourPAD could soon be as cool as the iPad.

"This is the smartest letterbox in the world," he said of the box that



Gratification... Mark Bouris says his letterbox will make online buying satisfying.

could be opened with an iPhone app. "If somebody does not talk about how cool something is then it doesn't take off," Bouris said as he looked lovingly on his prototype letterbox.

It is still up to TZ to find a partner to commercialise its letterbox, which can be refrigerated and even have motion sensors attached to it.

### FAUX ASIC ALERT

Surely not. The Australian Securities and Investments Commission has

issued a warning that there could be fraudsters among us, pretending to be ASIC officers.

The corporate watchdog warned the scam also included the use of fake ASIC stationery. "The letter or email requests upfront payment and copies of personal documents in exchange for access to a substantial overseas inheritance," it explained.

The corporate cop even managed to handball the problem to another federal agency. "Consumers who receive a request to transfer money

in exchange for an inheritance, lottery win or other large windfall should treat it as a scam and report it to the ACCC," ASIC commissioner Peter Kell said in a statement.

"We are warning consumers about this fake correspondence as ASIC never contacts the public requesting upfront payment in such circumstances," he said.

However, CBD has some sure-fire ways to quickly detect whether any messages purporting to be from ASIC are genuine or not.

One method includes firing off a response email. If you get a message back within a week, it may not be ASIC. Another could include calling any supposed ASIC officer at 8.59am or 5.01pm. If the phone answers, you may have a problem.

### PAGE WINS BATTLE

The chief executive of Harvey Norman, Katie Page, has won a four-year battle to build a 10-storey development on a block of land on Main Beach Parade in Surfers Paradise which she purchased for \$15.5 million in July 2007.

Page finally triumphed in the Queensland Supreme Court yesterday against Gold Coast City Council, which had appealed a Queensland Planning and Environment Court decision in February that also went Page's way. The council has been ordered to pay Page's court costs.

The Page victory came the same day the council approved the \$950 million jewel towers development on the Gold Coast beachfront planned by the Guangdong developer Ridong.

Got a tip? Email [srochfort@smh.com.au](mailto:srochfort@smh.com.au)

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