

## Phone GPS girl home to speak

Lynnis Bonanno

lynnis.bonanno@dailymercury.com.au

SHE is known around the world simply as "the GPS girl", but if you've been chatting to "Siri" on your iPhone 4S, you're listening to the voice of former Mackay girl Karen Jacobsen at work again.

Ms Jacobsen is back in the country at present to fulfil some speaking engagements, but she will also launch a book during her time in Brisbane, and she took some time to talk about her latest speaking evolution as Siri.

"Siri is an application in the new iPhone, and it's amazing because you can ask your phone a question, and my voice is the one programmed in to answer," Ms Jacobsen said.

While it may seem strange to others, she said she will also fulfil a vision to launch a book at a car dealership during her visit to the country.

"It seemed to make perfect sense to me for "the GPS girl"

to have a book launch in a car dealership," Ms Jacobsen said.

"It's always been my vision, and I've found a dealership who agrees with me on that, and it's taking place in Brisbane on Friday night."

The book, titled *The GPS*

**Karen Jacobsen**  
You can ask your phone a question, and my voice is the one programmed in to answer

*Girl's Road Map for Your Future*, is described as a journal-style book and planning guide.

It includes many GPS analogies like "how to move from the passenger seat to the driver's seat" and "learn to listen to your inner GPS".

"These are the tools that

helped me navigate my way from the Great Barrier Reef to the Big Apple," she said.

Ms Jacobsen was a keynote speaker at the Queensland Supply Chain and Logistics Conference state conference this week, and will speak at a corporate women's event called the Spring Fling Luncheon.

She is also catching up with her parents, who have now moved from Mackay to Brisbane.

The former Mackay North High School student said there were definite signs of a "speaking" career early in her life.

"I was apparently a talker right from the beginning. Mum and Dad said I started when I was nine months old, and that was how they knew I was asleep, because that's the only time I stopped talking."

Ms Jacobsen's book will be officially launched on Friday night at a Brisbane car dealership, and it will then be available in hard copy, audio book and eBook. Find out more at [thegpsgirl.com](http://thegpsgirl.com)



**LOOK WHO'S TALKING:** Former Mackay girl Karen Jacobsen, known around the world as the GPS girl, is now also the voice on "Siri" on the latest iPhones. She is in Brisbane this week to fulfil speaking engagements and launch a book.

PHOTO: CONTRIBUTED