

There seems to be some disconnect in what exactly defines a “millennial.” Are they those born in the 1980s who spent their chief developmental years during the advent of the Internet? Or current teenagers whose entire lives have been during the information age? Either way, their love of technology, gadgets and apps have changed the way tech companies and marketers function, and put a new spin on society.

Millennials are the most massive, involved, social, and inherently resourceful group of people in today’s landscape. Recent studies show over 95% of millennials own a cell phone, and most have it with them at all times. Millennials shop in-store and online simultaneously. They communicate through technology with friends, strangers, businesses and media. And having been raised in a digital environment, they expect the gadgets and devices enabling all this to work for them.

So what type of devices are important for the millennial generation? What recent innovations have become instantly crucial? Here’s a handful:

#### [The Zolt Charger](#)

Since almost everyone owns a cell phone and the majority of social interactions and e-commerce transactions are now processed through mobile or tablet devices, this gear needs to stay charged. These things are the heartbeat of modern digital life. But nothing dumbs down a high-tech lifestyle like carting around tons of cables that consume an entire power strip of empty plug outlets to keep all those necessary devices at the ready. The Zolt Charger is the perfect solution for keeping fresh a collection of ever-draining batteries. Zolt is a tiny lipstick-sized USB apparatus that can simultaneously charge and power multiple gadgets at once. If power outlets are in short supply, it’s a double-win. Since it functions with almost all major brands and technologies, it’s one of the smallest and most effective tools to keep that digital heart beating.

#### [QBracelet](#)

Sometimes people simply forget to charge their devices. Everyone has experienced that moment where they leave the house, head out into the world, and realize their phone has 12% battery. Due out soon, the QBracelet is a literal wrist bracelet capable of charging an iPhone 5S up to about 60%. This could be a lifesaver if your device is near-dead and you need to give it enough boost to get through the rest of the day.

#### Apps

Apps are becoming much more than handy programs within our devices. Apps are often as sophisticated as the devices that run them, and a truly helpful app can become an everyday tool.

Millennials statistically prefer urban areas over suburbs or rural zones. This love of city environments has paved the way for development of a tremendous number of apps focused on planning and transportation. Apps like [HopStop](#), which provides local transit maps, schedules

and directions, puts command of an entire city's transportation in someone's pocket. [ZipCar](#) gives people access to cars in cities without having to go through the terrors of urban car ownership.

Savvy folks are often shopping online while in brick-and-mortar stores, checking product reviews and price-comparing before they buy. Payment apps like Softcard (soon to become part of [Google Wallet](#)) make purchasing easy, and P2P-style apps such as [Venmo](#) make sending money to anyone simple. Splitting costs with your roommate? Send money through the app. Done. What's cash? What's a paper check? We're not that old lady at the grocery store who makes everyone go absolutely insane as she writes a check for \$14.

### Selfie Sticks

Though selfie sticks still carry a little bit of a weirdo stigma, their growing popularity is obvious. Over 100,000 of them were sold in the leadup to last Christmas. In a culture obsessed with social sharing and networking, it seems like anything developed to facilitate peoples' love of capturing and digitizing life's moments for public view is successful. Plus, with the help of selfie sticks, we'll soon live in a world free of blurry pink biceps in the corner of outstretched-arm self portraits.

### Wearable Tech

Years ago, the dorkiest thing you could own was a calculator watch. It was big, obnoxious, and likely something that ensured gym class would be difficult. Turn that thinking around and welcome to 2015, where public acceptance of wearable tech is increasing daily. Older generations already comment on how millennials are "attached at the hip/wrist/thigh" to their devices. Now that can be literal.

While tech like Google Glass looked great early-on and the adoption hasn't panned out, other wearable tech has already proved its worth or is looking substantial. The [FitBit](#) has been popular for helping average people focus on fitness, adding a social element to their daily workout routines and challenging them to keep it up. Level up, and the [Apple Watch](#) will soon combine lots of other technologies into one piece of wearable tech. Email, phone, texts, heartbeat sensing - it's a gadget completely designed to appeal to the millennial generation, and it speaks to the future of gadget integration in daily life.

The past few years have provided tremendous advancements in technology, networking and innovation. Millennials are going to define what technologies and tools become lifestyle standards moving forward. Devices and developments will come and go. Some will prove to be fads or blips on our cultural and societal timelines, while others will surely pave the way for continued development across generations.