



BITS AT THE EDGE

PADMASREE WARRIOR



About Padmasree Warrior

BLOG HOME

Meum Cerebrum Nocet

iPhone, uPhone, We all Phone!

January 10, 2007

Lights, camera, action!

As worshippers come out of the heady, enthralling, grandstand production called Macworld, the hype settles and reality sets in. It's called "the morning after"!

Many people ask me what I think about Apple's announcement of the iPhone. If you are one of those, here is my opinion. If you are not, my apologies for making you read yet another post on the much-anticipated Apple iPhone.

First, I am thrilled that an innovative tech company like Apple finally decided to "join the club" and build a cell phone with multimedia. I have always been a fan of Apple's creativity and cachet for the cool factor. It is great for the mobile industry to have an icon like Steve Jobs stand up and say that it took his company over 2 years to build a multimedia cell phone! It just goes to show how complex it is to get into this business. The photos and pictures of Apple iPhone did not disappoint me. I expected nothing less from the likes of Jonathan Ive.

Disclosures - I am a Jonathan Ive fan, I have owned an iPod since early launch, and I am a nut for cool gadgets.

I am also delighted because Apple's announcement validates what I have always believed - mobility will change the world and transform communications, computing and entertainment. At Motorola, we call this vision, "Seamless Mobility" for the Mobile Me.

Having said that, here are my morning-after doubts:

- Touch screens have been around for a long time. I wonder how practical users will find this on a "phone". There is a huge difference in the usability between a portable media player that you can put in a pretty case and carry on your hip versus a mobile phone that you constantly take in and out of your pocket or purse, hold up to your face, drop on the floor many times in the course of a day! Smudges, scratches and breakage are big issues. Let us hope we don't have to spend more money and carry special cleaning lotion and buff cloth as accessories!
- There is nothing revolutionary or disruptive about any of the technologies. Touch interface, movement sensors, accelerometer, morphing, gesture recognition, 2-megapixel camera, built in MP3 player, WiFi, Bluetooth, are already available in products from leaders in the mobile industry - Motorola, Nokia and Samsung. So, what appears to be the initial pricing at \$499 and \$599 with a minimum 2 year service agreement seems a stretch.
- Battery life is problematic. User experience will be compromised with a mere 5 hours of talk time, and what about standby time? Speaking from over 20 years experience building products for the mobile industry, power management in mobiles is a non-trivial problem!
- At a time when the entire industry is moving to 3G, UMTS, HSDPA, 1x EV-DO and WiMax for wireless broadband, why launch an "internet device" on a 2.5G EDGE network? It is weird to me that high-speed over-the-air data access is under-leveraged. I am also puzzled as to how this will increase ARPU for the service provider, how will it drive traffic onto their high-speed networks? IMO, a super way for Apple to differentiate itself would have been snappy over-the-air music and video download and synch.
- I am not sure about the lack of a keyboard. Remember most people use a cell phone to make calls, especially when they are driving. I reserve judgment on how easy this will be for making calls or texting while we are moving at high speeds.
- Is 4GB or 8GB of embedded memory necessary on a mobile, especially when you can have a cheaper option with an expansion slot that allows the consumer to add the memory and pay for it separately if they need it?
- Lastly, when you have billions of devices - is a closed, proprietary system the right strategy? What happens to the operator's differentiation with branded services? Is this signaling a sea change in the service provider's mark on the UI?

As always, Apple raises the bar with a compelling concept; and this time to enhance the vision of Seamless Mobility for the Mobile Me - which I welcome.

While I Was Mobiling

Coincidentally

En route to Barcelona from Chicago via London, I was reading the Feb 12th issue of the Financial Times, when I came across this article "[Where did they all go?](#)" Coincidentally, it mentions some of the same issues and opportunities for the "mobile worker" that I wrote about in my Feb 8th post on Enterprise Mobility. Some new data from FT - in Chicago people left more than 80,000 mobile phones in cabs in a six-month period, in London the number is 10,000 a month! Talk about the need for innovation around information security in the future of mobile enterprise. [This issue of FT](#) is worth a read, as it contains many informative articles leading up to 3GSM World Congress, one of the largest gatherings in the mobile industry.

En México

I was in Mexico last week participating in strategy meetings held by a key customer. A great way to drive the future towards blending media, internet and mobility is through partnerships. With a population of about 107 million and 25 million households, Mexico is an interesting market. Compared to North America, consumers replace their cell phones more often - on average every 14 months versus 24 months in the US. They also expect to pay more for their next mobile device. The popularity of Spanish language media extends well beyond Latin America all the way to South East Asia, enabled by innovative leaders like [Televisa](#). For instance, [Televisa](#) exports

Mars

NASA



NASA's Reconnaissance Orbiter is set to surpass the record for the most science data returned by any Mars spacecraft. So beautiful!

Year of the Pig



Happy Chinese New Year!

Net neutrality

Financial Times



I reread this recently. Whether you agree with the point of view or not, you have to respect Prof. Eli Noam's clarity of thought.

Science Talent



For the first time in the Science Talent Search competition's 66-year history, female scientists

achieved numerical parity with males.

[Prince](#)



Watching the half time show live at the Dolphins Stadium was spectacular! Even the rain didn't put a damper on the energy.

[50 in 50](#)

To 50 Innovations



What do the pill, cell phone, prozac and IEEE 802.16 have in common? Check it out!

[Your words, Mr. President!](#)



How interesting.

[Autoimmune](#)

Autoimmune



It is always exciting to read about progress like this.

[Science teacher](#)

Science Daily



I love this.

[China Online](#)

China Online



Amazing growth rates.

[Immortal Computing](#)

Stay tuned for other great products from others and us in the mobile industry! The race continues.

Comments | [Add Comment](#)

Posted By: Rene (16/01/2007 3:39:29 PM)

Comment: prediction: iPhone will be a flop. I agree with earlier comments: The way forward for phones is voice, not tiny touch screens.

Posted By: Mike K (16/01/2007 2:01:37 PM)

Comment: I'll be interested to see how iPhone fares after it has been in the hands of consumers for a while. RAZR was - and remains - a proven "wow" product, still experiencing high sales volume and customer satisfaction. While the "iPod-like" user IO is great for a music/video player, I wonder how it will fare with the more demanding and diverse phone / camera / texting applications. RAZR, despite its small size, sounds great in both handset and speakerphone modes. Apple has yet to demonstrate their expertise in acoustics design. Voice calling, such as that included in RAZR, is a feature that Apple better rethink and do well if they expect the device to be used in autos. Let's not forget that unlike iPhone, RAZR is a clam - which greatly increases a device's design and manufacture complexity. (I, for one, hate the candy bar form factor!) RAZR brilliantly overcomes clam constraints and inherent lost usable volume. Besides its iconic design, "thinness" is realized by employing unique technologies - etched metal keypad, glass display lens, unconventional (replaceable) battery placement and aluminum shell. Very notable is the RAZR's durability and great radio performance (one of the best I've experienced due to antenna design and internal placement).

Posted By: Mike Gardner (16/01/2007 12:41:26 PM)

Comment: Since it seems some folks commenting here may have misconstrued Padmasree's intent, I'd like to add some thoughts. I've led Mot's research into driver experience for several years - and I'm proud that our work has resulted in a range of hands-free car kits that work not only with Motorola products, but carried-in devices from many other manufacturers (just search for "car kits" at www.motorola.com). It is simple, we advocate "eyes on the road, hands on the wheel". And our efforts speak for themselves: we created hands-free products, a strong responsible driver program and we are world leaders in research in this area. In fact, I speak on this topic at conferences around the world. Our approach is to share data which will help create heightened awareness amongst drivers and manufacturers. In addition, we've teamed up with CTIA, NETS, and AAA to promote responsible driving through education programs and contributed to TV, radio and retail displays around the world. Like I said, I'm proud of our leading work in this area and I'm happy to collaborate with Apple to bring responsible driving advantages to their products.

Posted By: Paul (16/01/2007 11:18:10 AM)

Comment: To a point made by Robert about Motorola's set-top boxes talking to his RAZR . . . good news . . . this is already possible!! A Linux-based application called Follow Me TV can be remotely installed on Motorola DVRs by a service provider (see: broadband.motorola.com/fmtv). It lets you remotely schedule recordings on your Motorola DVR from your Motorola phone. It will also allow for the transfer of recorded shows from the DVR to the Motorola phone for mobile viewing (as long as you have the right to do so). In the home, Follow Me TV allows multi-room DVR viewing, giving you access to your recordings from any TV in your house, even in rooms where you don't have a DVR. If you would like to learn more check out the new video clip on CNET (search for "Motorola looking to mobilize your TV" on www.cnet.com) and see the video excerpt from Motorola's CES keynote.

Posted By: Alvin (16/01/2007 4:21:17 AM)

Comment: We constantly talk about seamless mobility , transforming communications, computing and entertainment. But when do you think we can see something that incorporates finance into seamless mobility? What id think would boost sales further, and correct me if im wrong, would be seeing a mobile device which acts as some sort of a medium of financial credit? A mobile phone/ credit card. In a time where almost every single mobile phone can be almost used as a users identification, with the ability to combine a pda into a phone, whats stopping someone...say us..from combining a credit card..or a medium of payment into a mobile device? A phone that acts as a credit card? It can be done , right?Thats just my two cents worth :) But i have to echo a previous comment. I throughly enjoyed this most unbiass view on the new i-phones.

Posted By: HJ (16/01/2007 2:58:30 AM)

Comment: Well, customer is king. Only time will tell. But by then, it might be too late to catch up.

Posted By: Nonstarter (15/01/2007 3:30:23 PM)

"[Telenovelas](#)" to 120 countries in more than 15 languages. This raises an interesting opportunity for mobile media, for delivering [this content](#) to the "third screen". Telenovelas on a telephone, perhaps?

At CES

I was at the Consumer Electronics Show in Las Vegas where we [announced](#) many exciting new products. Eleven of our solutions won awards for innovation in design and engineering. Congrats! It's fun to [watch Ed](#) give his opening keynote by biking up onto the stage. By the way, the technology in the bike that charges a cell phone as you pedal is a clever innovation for the emerging markets from our research Labs. You can read the [media coverage](#) and [watch my podcast](#) for more!

Engineering Honors

The National Academy of Engineering, [NAE](#) announced the engineering profession's highest honors for 2007. Developer of World Wide Web, Father of Biomechanics, and Exceptional Educators are the [winners](#).
Congratulations!

May I buy some vowels?

Last week I was chatting with a fellow passenger at an airport while waiting to catch a plane. She happened to be an English teacher. As we were talking, she got a text message on her mobile that drew a smile and frown at the same time. She turned to me for translation learning that I am a prolific "txtr". We then started discussing the impact of IM and SMS on the literary skills of youth today. It is inevitable that technology have an influence on the arts and [language](#). But, there is a "word of difference" between [ludicrous](#) and [Ludacris!](#)

Mixing business with pleasure

Yes, the [MOTOROKR E6](#) allows you to do just that. We recently launched the MOTOROKR E6 at [ITU](#). I love this Linux device which combines PDA business functionality with pure entertainment. You can [read more](#) about our Java Linux

Seattlepi.com



Not sure I want this?

Women in Tech

silicon.com



This is worrisome.

Too engaged!



I can totally relate to this! What David writes about, applies to modern CTO's as well as "modern newspaper people" :-)

MLK

Martin Luther King



Timeless! Always moves me.

Funny!

Comic



I love it! via [xkcd](#)

The art of tech

Nano Art



So beautiful!

Black diamonds

Black Diamond



Comment: I read your comments about 'iPhone'. You raised many performance issues of 'iPhone'. However what you forgot is its vanity factor, the one that drove you RAZR though it's technical performance is crap. Yet RAZR was a success. I believe that 'iPhone' concept is one of the milestones in mobile devices like Nokia's freindly UI, Motorolas clamshell models and then slim models like RAZR. However your concerns apply but users may not care.

Posted By: krishnan (15/01/2007 2:57:02 PM)

Comment: Respected Mrs.Padmasree Warrior, It is interesting to read your unbiased comments on Apples new product " The iPhone". What I really loved about this new Apple product is the creativity and the subtily with which it has been designed. The Mobile phone market for long has been prototyped with the age old clamshell and candy bar phones with technological addendums. The new iPhone has definitely revitalized this market. I believe with the growing demand for mobile phones and with increasing competition, the vendors have always tried to meet demanding volumes and in doing this have ignored the consumer needs to some extent. Apple to a great extent seems to have idealized the saying "Deliver to the customer what they need and not what they want" with the iphone. So said, I would definitely agree that the product needs modifications but I guess Steve Jobs so called Reality deviation field definitely held the Mobile industry at awe.

Posted By: Karthik Ram (15/01/2007 1:16:44 PM)

Comment: If MOT can publicize / launch its new UI skin that has been in the works for so many years, that would certainly turn some heads and probably be heralded as the next big thing in mobile phones. Very honestly, Synergy has far outlived its shell life.

Posted By: Dag Kittlaus (15/01/2007 12:41:50 PM)

Comment: Thanks for the forum, Padmasree. I don't need my market research budget anymore, we'll simply read your blog...:) We can all learn from Steve's marketing prowess. He is the master of both product introduction and positioning Apple as the savior of technology complexity. Personally I see the buzz around this product as a follow-on opportunity for Motorola. Our counterpunch in 2007 will be heard. It's time to re-take the hill with the next RAZR-level event. In terms of iPhone specs, nothing new here. But the trick Apple has exploited, proven via consumer acceptance within music, wasn't the amount of new technology in the product but the complimentary combination of them towards relevant end-user challenges and benefits. I don't think they have done the same job in mobile with iPhone. Take off the flip from Motorola's Ming, hit the main menu icon and you suddenly have a sort-of Nano-version of an iPhone with the smaller proportions validated by users long ago. (albeit with a few less features) Also, I wonder if people will hold this thing to their head without feeling like they are talking into a burrito. (Must be some reason that so many people keep their Q AND their phone in their pocket.) One area we will exploit with the help of labs technology is voice. No one has done this right and the issues the forum discusses here around in-car will be addressed with this technology in our coming xProducts. The lesson and wake up call here in my mind is a reminder. Given our rich heritage and deep portfolio of technologies, imagine how many future consumer issues can be identified and solved by Motorola with our increasing focus on experiences and some lessons learned in marketing?

Posted By: William (15/01/2007 4:07:43 AM)

Comment: The new widescreen video iPod is also a smartphone. There are 100m iPod owners in that garden, and it will be trouble when Apple starts to move down to the lower priced phone market, when it has 3G for Europe, or CDMA for Japan / Korea, when it's unlocked, etc. The original iPod had very little "tech" to offer except for large capacity and small size. The feature set was minimal, but consumers are not engineers. They originally set out to capture just a small, high end digital music marketplace, and then expanded from there.

Posted By: Craig (14/01/2007 6:35:30 PM)

Comment: Love your post. Agree with you 100%. I found this youtube piece says it all... www.youtube.com/watch?v=1xXNoB3t8vM Enjoy.

Posted By: abhishek (14/01/2007 1:15:08 PM)

Comment: Why don't mobile phones ever have a GPS - puzzles me. The iPhone with its google maps would have been a killer product if they had a navigational assistance feature - w possible would not be looking at google maps when i'm driving!

Posted By: BW (13/01/2007 12:33:46 PM)

Comment: This is an opportunity for Motorola to reflect on what we are doing currently that can be improved upon to better compete with any of our competitors. There are lots of comments about technology comparison between iPhone and Motorola products, but other aspects such as marketing and intellectual property portection should also be considered. Apple did not make any public statement about venturing into the mobile phone business, yet the speculation from analysts and technology communities have single-handedly drive the buzz and anticipation of the illusive product. Also, there was no leaked information (pictures, prototype etc) from Apple on the iPhone in the 2 years of its development. How did Apple manage that? See

strategy from what Guy Martin, one of our technical experts has to say. [Jay Chou](#) learning martial arts from his "phone" to beat his opponent, as seen in this [video](#) is not that far off from the reality of mobile internet experience!

For some Text Appeal

If you are one of those people that always need a QWERTY and " txt msgs dr u nts"... help is on the way. Try this [dictionary](#) for learning text speak.

Bodyworlds

I saw [this exhibit](#) the last time it came to the Chicago Science Museum. Blew my mind!! Highly recommend it (I rate it PG 13). Don't miss it, if you live in the Chicagoland or if it comes to a science museum near you! Full disclosure, yes I am a trustee of the Chicago Science Museum and no, that's not why I am recommending the exhibit.

Out and about

I liked what [Jonathan](#) has to say about [travel light](#). Couldn't agree more!

On the other side

In India average revenue per cellular user is 2 cents per minute and the government targets 85% of the country to have mobile coverage by the end of 2007. 70% of the current 1.1 billion population in India is less than 35 years old.

When in France

In France, more than 40% of residential fixed traffic is VoIP over DSL. Compared to that, US in 2005 was about 4% VoIP over cable and DSL, in 2006 my gut says this maybe 8% - mostly over cable. In Europe, DSL overwhelms cable 3 or 4:1 vs. about 1:1 in the US. In the US, VoIP over DSL in 2005 was only 0.1% of all fixed-line voice traffic.

Take a peek

Held our first ever "[Innovation Showcase](#)" open to employees and select external audience. Techies across the company showed off their stuff. In two days, packed with activities we created a lot of [buzz](#), customer interest and employee excitement. Check out some cool new [things!](#)

A girl's best friend!

[Science degrees](#)

Decline



Bad news

[Droodle](#)



Next time you are at home - sick and bored, try this.

[How the Brain sees](#)



Don't forget, for there may be no vision without memories.

[Free will](#)



Oh no, we may be nothing but sophisticated meat machines after all!

[Crochet and Math](#)

Chaotic Craftwork



Just when you thought getting a C in that Home Ec. class was OK!

[Christmas day](#)



http://money.cnn.com/2007/01/10/commentary/lewis_fortune_iphone.fortune/index.htm. Lessons learned here will help Motorola in the launch of our next iconic/innovative product(s).

Posted By: Naveen (13/01/2007 12:12:03 PM)

Comment: Here are some more questions raised about the iPhone in pcworld magazine. <http://www.pcworld.com/article/id,128511-c,cellphones/article.html>

Posted By: PSandiford (13/01/2007 11:09:35 AM)

Comment: I'm going to offer myself as a target consumer for this new class of device (my wife believes I am the archetype model). I'll start with my shopping list: (in order) Sync with PC/Mac (both please), a usable and consistent interface, Bluetooth 2 (Extended Data), battery time is big (battery swap is an ok substitute), wireless modem (via Bluetooth currently), pocketable, full SD card, handwriting recognition (including Chinese/Korean/other Asian support), full browser (that doesn't suck), screen size that works with 50 year old eyes, 3g (for the modem), e-reader, 3.5 mini plug, USB, and wifi. Physical keyboards are a negative. Hate them. If it is large enough for me to see it either make my phone thick or screen small. I don't like either of those compromises. Besides, 30000 Chinese characters make for a large keyboard. Music, games and video are the bottom of my list but ok, you can add them if the other features (like battery life) won't suffer. I currently use an Ericsson T39 (since 2001) and am not sure the iPhone is \$500 better; HOWEVER, what phone IN THE US has my feature set? I've been waiting for a US phone like E690 or MING (or KE850 or ...) or iPhone to sync with my iMac for years. I, for one, have long wanted a touch screen (but with handwriting recognition, hello Apple). There have been several (mostly Moto) close to my list of features but none are here and supported by a US network. Apple's announced product is a very compelling kit but misses many checks. Apple needed a network to defray the cost of 1st gen production (R&D and production are likely nearly \$450 per kit). Verizon and Sprint are CDMA (I believe) and CDMA is not a world wide favorite; besides, Verizon would not, likely, release Bluetooth without mucking it up sync. GSM makes since until you can bring the cost of production down. That really leaves T-Mobile and AT&T. DT (owns T-Mobile) has been in the swirl of T-Mobile sell-off rumors for 2 years and, besides, AT&T has a far stronger presence here in the US. When I start to arbitrate my weighted list with current US offerings, the 1gen iPhone does not fair badly. I'll spend \$600 for a phone that covers my list but does the iPhone fair well enough for me to spend \$600 on a 1gen? Hmmmm (mmmm until June). I see many negative comments on battery life but I don't see many that beat 5 hours talk time (Moto is one of the best).

Posted By: Ibrahim H. (13/01/2007 12:02:20 AM)

Comment: I think it all boils down to 2 keys points: innovation and openness. I also believe that the device has a nice GUI and it looks cute, but as many have mentioned, it lacks the innovation or technological breakthrough that will wow the more tech savvy people who look far beyond flashy GUI. In terms of openness, here are some questions to think about: Who controls the platforms? How open is it? Where is the developer community? How much innovation is driven by the end-user? Are there any open APIs? Does it allow 3rd part app providers to build on top of it? I think there is much to be said on the power of the open platform. Motorola adopted the Linux/Java platform and today is seeing the results of such a shift. Not just in phones such as the Moto MING (my personal favorite) for example, but also the availability of source code (<http://opensource.motorola.com>), a growing user and developer community, contributions to the open source community and open source standardization bodies, openness to 3rd party apps providers, etc. It will be months before iPhone is released and people can buy it. It will take an additional few months to assess the true breakthrough that Apple claims. In the mean time, other cell phone manufacturers will be releasing new phones and making similar claims, and the cycle goes on...

Posted By: Alex (12/01/2007 9:28:04 PM)

Comment: I agree on all points except two: 1. Usability of touch screen is no issue. I've got myself PPC 6700 and I like it better than regular cellphones. If you constantly drop/scratch your phones - get a rugged shell, many people will take better care of their equipment than you think. 2. Don't ever drive and talk on a cell phone holding it in a hand. You are a hazard on a road and should be ashamed of your irresponsible driving habits. Police should take care of such people. iPhone looks and feels way cooler than any other cellphone. It will sell no matter what your analysis-paralysis predicts.

Posted By: Carrie (12/01/2007 6:59:30 PM)

Comment: Anybody who is really impressed by the Apple's innovation needs to look at the Yahoo article "Did Apple Borrow the iPhone Design from Someone Else?" The iPhone looks like a combination of the LG KE850 and the old MyOrigo's smartphone . . . only with iTunes.

Posted By: Rey More (12/01/2007 6:56:30 PM)

Comment: You make a lot of good points about the iPhone. I think Apple has given Motorola a gift. The technology world is now abuzz about some things we have been pushing for some time, and the bar has been raised. Whether the product has a great UI or not (I think it does), whether it is reliable or not (I think it wont be)or whether the closed nature of the Apple ecosystem is a help or a hindrance (I think it will be) we now have an ante in the game from

With great interest

I recently met some very accomplished [people](#) at The Fortune [Most Powerful Women's summit](#). On one of the panels we debated the [Future of the Internet](#). [Ann Moore's](#) comments about the swim suit issue of Sports Illustrated are a classic in anticipatory demand creation, watch it [here](#).

Helsinki here I come

Gave a [keynote](#) at the IEEE Personal Indoor Mobile Radio Conference, PIMRC (ouch, that's a mouthful!) in Helsinki, Finland. This is my first visit to Helsinki and Finland for that matter. More sunshine than I expected!

At Aspen

Was at a roundtable discussion on the "Mobile Generation" at the [Aspen Institute](#). The panel focused on the social and technological implications of the mobile device and how it will transform our future. David writes a nice [summary](#).

Innovation and Diversity

Spoke at [National Center for Women & Information Technology](#). U.S. Department of Labor forecasts that we will add a million IT jobs by 2014. I firmly believe that women will play a strong leadership role in shaping the future in technology. I loved the [blog](#) that [Brad Feld](#) posted. [Lucy Sanders](#) writes more about the NCWIT's first ever [Innovation and Diversity town hall](#). I spoke about Motorola's focus on innovation and diversity combining expertise from fashion, design, technology, engineering and experience marketing. Iconic innovation like the RAZR happens only by being open to diversity of thought.

Blogroll

- GigaOM
- The Mobile Gadgeteer
- Engadget Mobile
- Telecalypse

Anyone online today?
Guilty as charged.

Santa

Santa



Finally, children have a scientific basis to believe. And so do I!

My kinda sled

Sled



Care for a ride at 10,000 Gs?

Fiction scores!

Eureka



I prefer it in the bath - Eureka!

Petite Suits

Sunita Williams



Sunita Williams did it! Over 150 male astronauts versus only 7 women have done a space walk, partly because space suits don't come in small sizes. More suits in size 4P, please!

Greetings!

Snow Flake



a formidable competitor. Great companies look at this as a call to action and I know we will. Great companies become that way by beating the very best competitors. While there will be a lot of whinging about how we have missed the bus on combining these technologies in the past, what is important is what we do in the future. ASIDE- I feel for the guy that has my job at Apple.....

Posted By: Tom (12/01/2007 6:04:38 PM)

Comment: What if Jobs is right about consumers willingness to spend \$500 or \$600 for a multifunction device? Wouldn't this enable MOT to take the MING and amp it up? The MING has the right form factor for a cell phone, MP3 player, and a camera, but could stand a faster CPU, 3D graphics chip, and more storage. How about a MING ON STEROIDS! This could blow away the iPHONE candybar.

Posted By: Robert (12/01/2007 5:36:16 PM)

Comment: I really think you missed an important point of the Macworld Keynote. All other their products work together seamlessly and even with PCs when they want them to. My Razer will never ever talk to my Motorola cable box. If the iPhone doesn't talk to the iTV (Apple TV) today I bet it will tomorrow.

Posted By: Dave H (12/01/2007 4:47:11 PM)

Comment: Let's see, this article claims that all this is nothing new which in itself might be true but then I ask why has Motorola not put these elements together in a package with an unparalleled UI? If this is NO big deal how come you or any other manufacturer has not done the same or even come close? You all just don't seem to get it and never will, I know change is a difficult pill to swallow and those of you who can't will be stuck with you 90's style MOTO, samsung and all the rest phones. have fun, I for one will be rockin out to my iPhone, good luck with all that innovation you are doing.

Posted By: John Waclawsky (12/01/2007 4:14:33 PM)

Comment: Hi Padmasree. You make great points in your blog. A mobile device needs to much more than just a jewelery item. It needs to have the function I want too. I am disappointed because it seems that apple has failed to "reinvent telecommunications". The feedback at http://blog.tomevslin.com/2007/01/apples_iphone_s.html points out a number of glaring deficiencies and the serious closed (meaning restrictive end user) environment around the the iphone. The blog has a some unrealistic optimistic responses that somehow Apple will open up in the future. Why will they ever? They have established a long track record of locking in end users. I don't see any end user value, just glitzy repackaging of existing (but mostly old) technology. The blog at <http://pogue.blogs.nytimes.com/2007/01/11/the-ultimate-iphone-frequently-asked-questions/> gives an excellent list of answers to meaningful/realistic questions and concludes "Who on earth would buy this thing?" Again there are the usual "Apple droolers" in the comment section focused on the package and overlooking the deficiencies inside. Many do point out serious considerations before they would buy. To me it seems existing mobile device manufacturers already have iconic devices that are ALSO functional and useful well beyond what the iPhone offers. I pass on the iPhone.

Posted By: Ryan (12/01/2007 3:04:46 PM)

Comment: I was surprised to see this comment: "There is nothing revolutionary or disruptive about any of the technologies. Touch interface, movement sensors, accelerometer, morphing, gesture recognition, 2-megapixel camera, built in MP3 player, WiFi, Bluetooth, are already available in products from leaders in the mobile industry - Motorola, Nokia and Samsung." With most technologies it is the combination and application with other technologies that make them powerful/disruptive. Sure other industry players might use a few of those, but none have combined them into one product. With Apple's fusion of its very intuitive desktop and iPod interfaces, it stands to be a revolutionary product. What disruptive technologies did Motorola's shining star the RAZR have? Does "thin-and-wide" count? It is plain to see, this phone will be a hit.

Posted By: Tom McDonald (12/01/2007 1:31:39 PM)

Comment: Looking beyond the iPhone feature list, all this hype should finally shed some light in North America on the powerful mobile phone features that can be enabled when a device sports a robust OS. Remember; when you peel-back the layers of the iPhone interface, there is Unix. I say "North America" because Motorola's Linux-based MOTOMING was released in China last year and brought with it many innovative features such as a bilingual talking dictionary (the phone can "speak" translations between Chinese and English), optical scanning of business cards and provide handwriting recognition for 13,000 Chinese characters. The MOTOMING quickly became the best selling smartphone in China. It was followed-up late last year with the ROKR E6 which has dedicated music buttons, plays movies, email (plus has expandable memory and a removable battery). Measuring the level of "coolness" of the MOTOMING or ROKR E6 against Apple's iPhone's is not the point here. What IS important is these three phones represent a new class of super-communicators . . . like something out of Star Trek . . . and the enabling technology underneath are the Linux/Unix operating systems. I imagine many carriers will be looking to Linux-based devices such as the MOTOMING and ROKR E6 as an answer to iPhone. So, is this Linux vs. Unix again? Apple vs. Motorola? Of

- The Law of Mobility
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[For the Entrée](#)



Wow, this is a mouthful!
Try some politically correct crustaceans for dinner tonight.

[Being flexible](#)

Crystal printing



If this works, it will lead to some amazing new forms.

[Pigs can fly?](#)



OK so it's the squirrels.

[That One!](#)



The LBD - every woman's gotta own at least one.

[The night sky](#)

Discovery



How beautiful is this night sky lit up by the space shuttle Discovery!

[3300 year old murder mystery](#)

King Tut



An unreal blow.

[Bombs and the bees](#)



This one is not for the birds.

[All play no work](#)

course not. The ROKR E6 and iPhone are simply the beginning of what the 21st Century mobile device will be capable of. Music, enterprise connectivity, business functionality, navigation, connectivity, presence and location information . . . the needs of the mobile device user and the capabilities of the mobile device are vast. At the point of purchase, it will ultimately come down to what innovative features and capabilities best match the needs and wants of the user.

Posted By: Tiffany (12/01/2007 1:28:54 PM)

Comment: I like your post, and it was interesting to read. My only major disagreement is about using the car in the phone. If people can't dial the phone when they're driving - that's a good thing. Too many people are extremely dangerous when driving and using their cell phones. And if people insists that they are not dangerous, then they're most likely the people I want to avoid on the road.

Response: Thank you for your comment and all the others who have posted on this topic, perhaps misinterpreting my intent. First, I am emphatic about people using HANDS FREE solutions for ANY mobile device when driving. Both Motorola and I personally are strong advocates of the responsible driving initiative (<http://www.motorola.com/content.jsp?globalObjectId=3077-5832>). As a matter of fact we deliver many products that enable hands-free operation for voice, data (texting) and music. We are also conducting research in this area. I am actually excited about the prospect of working with Apple to enable hands-free operation of voice or music on their devices.

Posted By: jeff (12/01/2007 1:09:31 PM)

Comment: The comment made: "There is nothing revolutionary or disruptive about any of the technologies" clearly shows that the author has been inside motorola for too long. The USEABILITY is the killer application on this product. I have used the moto Q since it first came out and the RAZR as well. The Moto designed menus are TERRIBLE, yet no one at motorola seems to think so! Moto is clearly the classic 'designed by engineers for engineers' compared to Apple's totally intuitive user interface that needs virtually no instruction and icons that make sense. It is nealy impossible to easily enter and retrieve contacts with Moto menus, much less anything beyond that... yet no one at Moto seems to believe this. Moto's sleek design is very good, but the software the useability is horrible. Apple gets this. I'm not sure why other companies with smart engineers like Moto, Microsoft, etc can't figure this out!

Posted By: Chuck (12/01/2007 12:16:29 PM)

Comment: Once the hype dies down, I think people will see this for what it is - an expensive, under-powered device with a nice UI design which you can't download 3rd party applications onto, can't add memory to, only supports aging cellular technology, has mediocre battery life, and when the battery gives up the ghost long before your cellular contract runs out, you will have to send it back to Apple with a check for \$100 to get a new battery installed. The iPod has been, and continues to be, a great entertainment device, but folks have different expectations for their communications devices, and IMO this doesn't come close.

Posted By: Michael Kape (12/01/2007 12:10:20 PM)

Comment: It's all fine and dandy to rag on Apple for a touch screen key pad, but Motorola really is in no position to talk. The one main reason I'm still waiting to upgrademy two-year-old phone is Motorola's insistence on using that inoperable keypad on the RAZR, etc. I'd rather have a virtual keypad than this horror you've been inflicting on us. It is truly a nightmare for many of us (and I've heard plenty of comments from people who own one and say the same thing--cool phone, lousy keypad). So before you criticize Apple for doing a usable virtual keypad, get your own house in order! Really.

Posted By: John (12/01/2007 12:08:01 PM)

Comment: This is an interesting blog Padmasree, here are some other comments that people are making about the iPhone http://blog.tomevslin.com/2007/01/apples_iphone_s.html and more can be found at <http://pogue.blogs.nytimes.com/2007/01/11/the-ultimate-iphone-frequently-asked-questions/>

Posted By: [Kiran Bellubbi](#) (12/01/2007 12:04:01 PM)

Comment: Interesting perspectives... I for one believe that categorizing this device as a mobile phone and launching into a critique is flawed. This is a pda first or a personal information agent (pia) :, with at best sub-par phone functionality. This is also partially true of the miriad devices that are out there in the market such as the Treo's, Q's, BlackJacks, Blackberries etc. Take any of these devices and compare them side by side against a simple phone model from either MoTo or Nokia and the inherent weaknesses are obvious. Where the iphone makes a monumental shift is in its interface which does not currently have a hardware qwerty. The team that I worked with on the Simputer in India also thought long and hard about input mechanisms on devices and the possible alternatives - Before the ipod it was difficult to imagine how one would interact with an audio device with just a click wheel and 4 buttons, now, I wonder how I used my clunky creative mp3 player. The same opportunity exists with the iphone. It is a radical shift, it is a jump into the unknown and I am saving up for June!

Posted By: Jomy (12/01/2007 11:53:01 AM)

These are just plain fun. [Geogreeting](#) (via Brady's post on [O'Reilly Radar](#) and [World Map](#) (via [Chris Sacca](#)).

[Known unknowns...](#)



Definitely not the Rumsfieldian kind! Check out the top 25 unanswered questions in science.

[It thinks, therefore it is](#)

rt



Researchers from my alma mater Cornell University and the University of Vermont made a robot that observed its own motion and then generated its concept of self.

[That new agent steals my breath away!](#)

Robot



No, not quite [Daniel Craig](#)! Researchers at Washington University in St. Louis are using wireless sensor networks with software agents to navigate a robot through simulated fire. Once the agent locates the fire, it clones itself!

[Bad science](#)



Since 1660, The Royal Society of London has been a champion to replace unsound thinking about the world with knowledge based observation and experimentation. They are now having to battle unsound thinking about

Comment: I think the most revolutionary aspect of the phone is that like a computer almost everything is implemented in software. The iPhone can adapt to whatever context you are using it for when you are dialing a phone number, you have huge number buttons. Did you see how the phone # never wraps to another line but the point size of the type face just gets smaller? When you are viewing photos there is nothing else in the way. When you are on a call the buttons for the functions you need are clearly presented to you. You don't have to hunt for them. Every other smartphone out there is a glorified PDA. The iPhone is more on par with an UMPC(ultra mobile personal computer). Keep in mind that what we saw at the Keynote is just the beta of iPhone OS X 10.0. If the pace of advancement we have seen for Mac OS X is any indication, iPhone OS X will outpace every other smartphone platform available. I look forward to seeing where the platform is in five years when we see iPhone OS X 10.5.

Posted By: Lars (12/01/2007 11:47:04 AM)

Comment: "Remember most people use a cell phone to make calls, especially when they are driving. I reserve judgment on how easy this will be for making calls or texting while we are moving at high speeds." Reserve judgment on ease? How about safety?! I don't know about the US, but here in Europe handsfree kits in cars are mandatory and huge fines are in place if you're ever caught driving 'n dialing. If you cause an accident while on the phone your insurance company will not pay. Anyway - the phone is nice and all but I have problems with 2G networking, the non-changeable battery, the closed environment, the price and the size and possible vulnerability of the screen. Still, it might get 3G when it's launched in Europe and better still, it might point other manufacturers in the right direction.

Posted By: Glenn (12/01/2007 11:43:15 AM)

Comment: Disclosure: I'm a Motorola employee, not in Mobile Devices. I believe the significant impact of the Apple iPhone is not the phone itself but the fact that Cingular is willing to give up control of their UI and control of their network to a phone vendor. This is a huge change for the industry. If Cingular has profitable growth from this approach, it could signal a new era for phone vendors where the phone vendors control the UI and service offerings which would also allow for a consistent user experience across all networks. It would also allow phone vendors to become more creative and not be constrained by a vendors unwillingness to create a better user experience. The iPhone is cool, but it's what Cingular has allowed to happen that will have the biggest impact on the future of mobile devices, IMO.

Posted By: Greg (12/01/2007 11:37:50 AM)

Comment: I definitely think the iPhone is way too expensive. I wonder how much a service plan with unlimited data access costs. The cool / wow factor cannot be denied! I want one, just for the intrigue! Imagine being in a meeting and whipping an iPhone out, people would be huddled around you to see it, to touch it, to try it out. Sure my Q had that effect for awhile, but with the proliferation of smart phones running Windows Mobile it quickly wore off. Every device running Windows Mobile is the same there's no differentiation. Apple's iPhone doesn't use Windows Mobile. It uses OS X, no other phone will be using that, it will always be unique in that regard. I've dropped my Q several times, and while it still functions it has numerous scratches and does not look aesthetically pleasing anymore. I think this will be a problem for Apple as well or any cell phone maker - so I'm not so sure why this was called this out. While there is nothing disruptive about the technologies included in the iPhone, it's the packaging and the UI. I have never been that impressed with the software of most Motorola phones. Most of the time its hard to use and somewhat slow. Options that you want to use are often buried 4 or 5 menu levels down. And the documentation that comes with Motorola Phones, its mostly a listing of the menus and doesn't tell you what the option does or why you'd want to use it. Apple's iPhone will just work and it will be completely intuitive, its what they are know for. Battery life never lives up. I do think they should have included a removable battery too. But as one of the other commenters pointed out, their initial target is iPod users who will be docking their iPhones daily/nightly. Heck I even dock my Q nightly because I can't get more than a day out of the extended battery. As far as EDGE vs. EV-DO- if EDGE is more available and cheaper then I'd rather have that than spotty more expensive EV-DO coverage. Built in WiFi, great. With the increasing coverage of free WiFi, the killer application for the iPhone would be Skype- but I'm sure Cingular would not be too happy about that. Imagine being able to make very cheap or even free calls when there is a WiFi connection available. Why anyone would want to pay the cost of downloading a song over a cell phone is beyond me, sure its good for the carrier, but not the consumer. As far as driving and trying to use a keyboard- I've almost killed myself twice while trying to respond to emails on my Q. I have vowed not to do it again, so I don't see the lack of a keyboard as a problem. Whether its easier to type on a real keyboard, who knows yet, hardly anyone has had a chance to use the iPhone. Memory-remember this is first most an iPod, you need it. Yes for other storage, it would be nice to have an memory slot, but again with Apple's philosophy, keep it simple and elegant. Is it a closed system?- too soon to tell. I think over time Apple will open it up eventually and users will be able to load any programs they want on it. And supposedly the embedded Mac OS X runs cocoa programs natively. So sure you have to design them for the smaller screen, but with Leopard, the UI will be resolution independent. Last comment, I almost never use the web browser on my Q unless I'm really desperate, because most web sites are just not usable with it- It looks like Apple may have a solution to this problem, bigger screen, landscape display the ability to zoom in and out easily.

climate change and are being pushed to defend Darwin's theory of evolution. How sad to confuse a "movement" with science.

[Mobile phone for internet to the masses](#)



The discussions in the first Internet Governance forum in Athens about abstract political control of content are somewhat moot!

[Every step you take, every move you make](#)



Are we sleep-walking into a surveillance society or are we already waking up to it? This report stopped me in my tracks, pun intended!

[Lights, phone, action](#)



New ways to create and share, emerging art with emerging technology. Maybe now I can argue that the Sundance Film festival is indeed a tech conference that I should attend.

[Future of Computing](#)

Wired



George suggests that the petascale computer will shrink to a teleputer, the successor to today's handhelds, in your ear or in your signal path. "It will link to trillions of sensors around the globe, giving it constant knowledge of the physical state of the world, from traffic conditions to the workings of your bio machine". Can't wait to build that future!

Posted By: Rick Kane (12/01/2007 11:00:07 AM)

Comment: Padmasree, well articulated and thoughtful position! Along a mild tangent, lost in the iPhone hype was another announcement at MacWorld where "Apple Computer" became "Apple". Got me to thinking about how in the early 1990's Comdex had Las Vegas bursting at the seams and everyone wanted to be into computers. Now that is gone and CES is the big event in the venue and everyone is building "consumer devices". Sort of reinforces the idea that "the device formerly known as the cellphone" will be the next generation personal computing device for the masses.

Posted By: Bob (12/01/2007 10:41:49 AM)

Comment: It's too bad that this response to iPhone focused on a list of things you don't like about it. A better response would have been to talk about things that Motorola has in the works to compete with iPhone. Also, why doesn't Motorola get as much press and buzz when it releases new devices? That's what Motorola needs to focus on. The only thing I heard about Ed Zander's keynote speech at CES is that he rode out on stage on a bike.

Posted By: Nicolas Dore (12/01/2007 10:24:13 AM)

Comment: First time on your blog and I must say that your comments are spot on! You obviously know a lot about cell phones - :) That being said I would throw a couple of ideas out: Not all of the phone was demoed, and I would not be surprised to see many features added (voice command?) before launch; This is the initial version and, like the original iPod, it costs a LOT, but expect the price to go down significantly over time and lower cost, crippled versions to come out; And finally while you are correct that none of the underlying technologies is new or revolutionary, the same can be said of the Apple II, the Macintosh and the iPod. Jobs' and Apple's trick is to wrap existing technology into a usable whole with great software. The great thing about this: It raises the bar and pushes everyone to make better phones! :)

Posted By: [Martin Ashley Vagues](#) (12/01/2007 9:51:34 AM)

Comment: The quartz crystal and filter are built on non-standard materials which translates to the fact they can't be manufactured as part of an IC that handles a phone's wireless tasks. The patented PureSilicon™ resonators MEMS resonator vibrates only at a specific frequency when triggered by an electric field. We at Discera produce resonator oscillators which replaces the complex quartz crystal. We build these on standard semiconductor materials and assemble them devices with standard assembly processes.

Posted By: Roger (12/01/2007 9:39:35 AM)

Comment: The big thing to look at is not the package. It does look slick though. Look into the user friendly interface on the device. It doesn't have any "New" killer apps or functionality. But if it easier to navigate that's where we should take notice.

Posted By: Jacques Meekel (12/01/2007 9:37:36 AM)

Comment: "What happens to the operator's differentiation with branded services? Is this signaling a sea change in the service provider's mark on the UI?" It seems that carriers are willing to be much more flexible regarding their differentiation/customization requirements for the initial launch of devices providing a new brand of experiences such as Windows Mobile or iPhone. When AT&T launched their first Windows based product, they had dropped much of their specific requirements. So it would not be surprising to see the initial iPhone sold by Cingular to have limited Cingular differentiation - with Apple dictating much of the experience like Microsoft does. This strategy from Apple might even work in the long-term if they only occupy a niche of the market.

Posted By: Julian Gibbs (12/01/2007 9:17:51 AM)

Comment: You mention utilizing the carriers hi speed network. The opportunity to utilize a free wifi network instead of being charged by the carrier makes loads of sense. Not only does wifi offer a free alternative for web browsing and email etc but it also increases the usage of such services. My biggest beef with cell phones is that anything I do with my phone from downloading photos to cruising the web - has to be done through my service providers network - that costs me everytime. Yes the iPhone is expensive but the money saved through using free wifi will more than compensate! Can you say "goodbye Moto".

Posted By: Harvitpal Arora (12/01/2007 8:59:57 AM)

Comment: morning after doubts: night after amazement! Hats of to apple and the folk working for the company. A truly visionary company which is pushing the boundaries and creating markets. It's a pity more technology companies do not follow suit. To your points: 1) I have an xda mini II. I always use my fingers when I want one hand operation, getting the stylus out is a pain. Was thinking of getting a Q but I like the fact I will get more screen real estate on the iPhone. Touch is not a problem. 2) The iPhone is absolutely revolutionary. Not for the parts that make up the phone but for the way it all comes together and its seamless operation and UI design and the fact that it runs OS X on it. No buggy, unstable, unintuitive Windows Mobile OS. 3) Pricing is not an issue for early adopters. Steve said in an interview on CNBC that they will bring the price point down when they can so more people can get their hands on one. Price should not be the concern of Apples competitors including Motorola. 4) Yeah battery life

could be better, but that's the case in most devices with large screens. 5) 3G at least in Australia has little coverage, reliability and is too expensive for it to be useful. EDGE will become cheaper as the providers try to push their premium 3G network plans. This means iPhone usable in greater part of the world. WiFi is becoming ubiquitous so covers when need a faster connection. 6) ARPU based on strict usage is history. Ask the creators (and buyers I suppose) of Skype! Ask Google as well, they don't charge me for every search. 7) Have you tried using a keyboard while driving? Highly dangerous! 8) Memory/Storage - can't get enough! Not having an expansion slot reduces the complexity of the device and less of an engineering headache in terms of placement and accessibility on the device. 9) A lot of branded services on networks at the moment use proprietary systems/protocols etc. This is not new. The industry is in its infancy. The race is only just beginning :) Good luck to you, hope to see Motorola step up to the iPhone and perhaps do even better. Cheers

Posted By: Frank Lan (12/01/2007 8:32:29 AM)

Comment: I used keypad phone for 7 years already, but when I have a chance to replace a keypad phone by touchpad phone 2 years ago, I won't use any keypad phone any more! The same cases happen around me everyday. I believe Motorola needs to catch up touchpad instead of laughing at this. Moreover, I agree with Susanta, we need enabling voice for most operations, but shall with touchpad together.

Posted By: Rose (12/01/2007 8:19:47 AM)

Comment: Hello Padmasree, My 24 yr old daughter called me last night very excited about the iPhone. She had never heard of the MotoMing. Hopefully we can step up that product's visibility. I sent my daughter your comments and also included those from Valy Lev regarding his Ming. It's fun and helpful to have information to share back! Thanks!

Posted By: Dave Hughes (12/01/2007 7:56:45 AM)

Comment: Whilst this blog is good, and certainly the most unbiased I have seen, I have to agree with Tom (a few comments up). Your mention of making calls and, in particular, texting whilst driving (at least, this is how it reads), is unbelievably reckless and, IMO, should be edited. Here in the UK, this is illegal, and - as I'm sure it has worldwide - has caused many injuries and deaths. I find it difficult to understand why you would include such a comment in an otherwise very professional and reasoned blog.

Posted By: M (12/01/2007 7:50:09 AM)

Comment: Motorola also provides users with touch screen phone like Ming(A1200) or E6 since years ago. I just wonder why they are not widely launched in the market outside great China area. They are proven-success in China. Actually we have a i-phone like product a long time ago but not widely known.

Posted By: [Vinay](#) (12/01/2007 7:17:40 AM)

Comment: An interesting post on a topic that has a shelf life of another few days. I'm sure your thoughts reflect that of most users and others in the industry, but I also guess they carry more weight because YOU said it. A side note to Apple taking 2 years to build the phone (as against 0.8 for Moto and 0.5 for Samsung? - just guessing again) - I think they would have taken much more than 2 years. He was probably ashamed to admit as much. Apple would have needed at least that much time because they are a no compromise company when it comes to their consumer experience. They know if they get it right, it will reflect in their bottomlines. (For Jobs and I've) the bottomline is less important than meeting their own expectations. It would have taken them 2 years to get that new touch screen and display in place, to design that gorgeous (flash based?) interface, and then to test it between the 5 of them till they are satisfied. There's something about that democratic middle-of-the-road and safe process than management makes developers take that only results in incremental or small leap 'improvements'. Apple does not look like it works like that. If you build something that you yourself really really like, and have intense joy in the process, then it's going to show in your story and you will get readers along the way. I also like their lack of obsession with 'emerging markets'. They build a classic and then pare it down eventually to get to the aspirants (iPod -> Mini -> shuffle). The iPhone (or ApplePhone if Cisco has its way) got launched. What was that sound? ... I just heard a paradigm, shift...

Posted By: Abhinandan (12/01/2007 6:45:13 AM)

Comment: In my opinion, the first rule for succeeding in the competition is by having respect/fear for the capabilities of the competitors and then coming with strategies which are real time in nature to maintain the "edge". The iPhone may be the first arrow of Apple.... More eagerly awaited move is from Microsoft!!

Posted By: Susanta (12/01/2007 6:42:50 AM)

Comment: I think doing away with keypad is a great idea. However, Touchpad is a poor substitute. What we need is enabling voice for most operations..we are never tired of talking, are we?

Posted By: [Jeremy Slawson](#) (12/01/2007 5:23:34 AM)

Comment: Padmasree, Competitors can't afford to ignore the marketing hype. Apple are in the fortunate position of being the mobile music brand. That means that their market is the iPod owner who wants to trade up to something that can do phone calls as well. The iPhone hits that market perfectly and will do unbelievably well, despite its technical limitations. The short battery life wont be a problem as the users will be used to putting their iPod in a charging cradle at home to listen to or add music every day. This product is a music player first and a phone second and it will be the market leader in that sector by the end of this year. It is a very difficult product to compete with. Theoretically I believe you could trump it by offering something that could play Utube content as well or online MORPG. But the technical challenge of creating something with enough horsepower to play video with a reasonable battery life probably rules that out. Apple are probably only currently interested in a slice of the high added value cell phone market, for which this gadget looks perfect for.

Posted By: iFrodo (12/01/2007 5:12:30 AM)

Comment: A little answer to some of your comments (all the things I don't answer about are things I agree with fully): - About touch screen While I agree that it could be a problem if the screen became completely broken (as then the phone would be unusable), I have to comment on the part about using the phone while driving for example: If you've seen the presentation and videos on this iPhone, you'd have seen that to answer a call there is a BIG (huge?) green virtual button, far bigger than the usual physical keys we find on usual phones, so it seems it'd be easier to answer calls with the iPhone than with lot of physical keys featured phones. About calling, it's not harder to find a contact and call it (it imply the same exact amount (or less?) touch press (key press in case of physical keyboard phones) than with a normal phone. About texting a message, it's already very very very very difficult to do it while driving with any phone available (if not impossible) and in fact it's too dangerous to even consider doing that activity while driving, people who do that are just totally mad, that's not even considerable. Other subject: Memory amount The iPhone is not just only a Phone, it's also an iPod , and so an MP3 player, and for me 4GB is the strict MINIMUM for that, and Sony Ericsson did understand that too that's why they offer that amount of memory on the nest mobile phone walkman. About 3G: While I agree it'd have been a nice "plus", this decision is understandable considering that the market for 3G is tiny as 3G has been a huge flop for the mobile phone market, very few people really use it. I do myself consider 3G a gadget and I do believe far more in technologies like WiMax Mobile, but as this technology is not finalized yet and there is for now not a single available network with this new tech, that's not a need for a 2007 option. In fact for a current phone, the most marketable and economic option is EDGE. - About battery life, 5 hours in communication/multimedia usage on SmartPhones is indeed not on the best of the market, but not on the worst, there are SmartPhones with worse battery life in communication and even not smartphones worse than than (particularly 3G phones are offering an average of 2 to 4 hours of battery life when used with 3G). - About "revolutionary features": While most of the features included are indeed also available in other phones, I find hard to believe that another phone with accelerometer exist, and I not sure either that another phone with proximity sensor and/or ambient light sensor exist. Can you please give some references?? In general what is really new is that this phone offer ALL that features included all together, particularly a really full featured MP3/Video player with HUGE screen. This doesn't exist on the market as of now AFAIK. Most phones do indeed offer features like MP3 player and video playback and internet stuffs, but most of them it's on a small screen with a poor user interface (like just a list of the songs without possibilities to organize and navigate easily in your songs), the only serious competitor on that point is Sony Ericsson. And I don't speak about the easy of use, I was personally totally amazed and I don't recall any competitor that can match on that with their current available products.

Posted By: Aaron (12/01/2007 4:37:30 AM)

Comment: I think Apple means dream, while Moto means reality.

Posted By: Ian Manning (12/01/2007 3:27:01 AM)

Comment: And, it won't be on the market for another six months!

Posted By: sen (12/01/2007 3:21:40 AM)

Comment: The iPod is music for the eyes, I dont know if the iPhone will be the same. Somehow it has this 'out-of-reach-gadget-for-the-rich' feel ...

Posted By: [bo](#) (12/01/2007 3:01:38 AM)

Comment: Moto, as a manufacture should recognize its current standing on user interface relative to other manufacturers. With an outstanding record of ID innovation just like Apple, Moto faces complaints about user experience all the time, at least in this part of the world I currently live in. 90% of the people my age that i come across wish for a moto phone shell with a sony ericsson software. I think iphone would be an interesting case for moto's interface department.

Posted By: Panchakarla Srinivas (12/01/2007 2:56:29 AM)

Comment: Would like to be a part of the Seamless Mobility

Posted By: domanchi (12/01/2007 2:11:06 AM)

Comment: I dont care about apple or orange by the way, when motorola rokr e6 will available in Malaysia? Like E6 very much!

Posted By: Wang Jonason (12/01/2007 12:55:01 AM)

Comment: It's a cute mobile. Design first, appearance first, then technology. In China, Appearance and price are the most two important factors based on the supposition of same quality. Few people care about functionality. mobile is not just a phone, but a fashionable product. People will feel better when using a cool mobile in the public occasion. but 5 hours of talk time is hard to toleration.

Posted By: Kiran Julapalli (12/01/2007 12:49:54 AM)

Comment: Technology may be missing in iPhone, but we need to go back and think what we did when we launched Razr. It sure had the technology, but was on par with the existing devices. And the same is true with iPhone. Howmany users really use the highspeed data? If we had somany compelling multimedia apps and content for mobiles and if the handset business is running on par with PC's in terms of data, highspeed is the controlling factor. However, as we seen with Razr, needed technology and great looks is sure the controlling factor for success. Having said that, it is unusual for Steve Jobs to disclose a product 6 months before launch. That speaks for their change in the marketing strategy and the acceptance of the severe competetion in the handset business. And time only tells whether the OS-X is stable enough and is capable of giving the needed battery life for the users. And another biggest disappointment is the battery replacement. Users have to send the phone to apple if there is an issue with the battery. How many are willing to take that risk?

Posted By: victor (12/01/2007 12:45:27 AM)

Comment: I disagree with your comments. You comment abt touching keyboard while driving...do you think we shld not be talking while driving!!! Also MOT will need to redesign the KrZR phone...the front (where the TSB media player keys) is all touch screen. Always have finger prints etc. Be honest, doesn't your RAZR phone have your makeup on the LCD??? I think MOT is being the sore loser because they could not get a cool product out soon!!!

Posted By: Pawan (11/01/2007 11:56:11 PM)

Comment: Apple loses on the opportunity in High Speed Mobile data.Very soon this will be a thing of 2maro. Style & design is one thing to look for. Competetiors can take a lesson for design & stuning looks. Otherwise this looks just a learning for Apple. Definately not for developing markets!!!

Posted By: prashant rao (11/01/2007 11:10:05 PM)

Comment: I agree with your touch screen comments, especially in Country like India, people use their Hand to eat "MASALA DOSA" !!. If they get call while eating "MASALA DOSA".....you can imagine.....!!

Posted By: Anup (11/01/2007 10:01:44 PM)

Comment: The Most important thing that any cell phone user will want from a cell phone is a phone. Fancy features apart, most users will need strong and reliable reception on their cell phones. Lots of other handsets (especially from Sony) have failed because they were just plain bad phones.

Posted By: D'Albert (11/01/2007 9:15:24 PM)

Comment: Your comment "Remember most people use a cell phone to make calls, especially when they are driving." I hope does not advocate dialing on a cellphone while driving. Most states have laws on the books that does not support your comment. The statement can easily be mistaken as its true intention.

Posted By: Yang (11/01/2007 9:09:54 PM)

Comment: I have something to say about this article, not apple's iPhone. 1, Motorola has sold touch-screen based product for about 6 years or more. Even it has some problem, it never becomes a problem for motorola's product. 2, The author is a fan of cool gadget, so all the blog full fill the tech term such as WiFi, CDMA, EVDO. But the power of apple is design, the ability to integrate tech with normal individual's everyday life. People outside the mobile industry don't care too much about the usual thing we care, they just want a reliable and cool device which they can enjoy or show. Please remember that fact: before iPod was launched, Creative and other company had already sold their mp3 products for several years. But today, the market share of creative is no larger than 10%.

Posted By: Amr (11/01/2007 8:21:11 PM)

Comment: Hello, I think what Apple has really revolutionized is the user experience. Time will tell whether Multi-touch will be as influential as the click wheel, but the experience of using the device seems to be pure Apple genius. I'm sure support for 3G and 5 mega pixel cameras and what have you is forthcoming but Apple's intended differentiation seems to user experience. Whether MOT and the others can respond to the challenge remains to be seen.

Posted By: Anson Chen (11/01/2007 7:49:38 PM)

Comment: It is always good for us to have healthy Paranoia against emerging competitors...

Posted By: tg (11/01/2007 7:41:34 PM)

Comment: Padmasree, Thanks for such an unbiased & relevant analysis. I think very few have the gift to be dispassionate & objective in an field where they have an expertise. IMHO, iPhone launch is probably a great turning point as it will force other device manufacturers to think harder about design. I think the biggest point though is the incredible packaging of emotional appeal that Apple is so good at. Thanks!! You are spot on

Posted By: John (11/01/2007 7:35:22 PM)

Comment: Excellent points! The hype boils down to old radio technology that is connecting to what is basically an expensive MAC with all the closed system trappings. A fully functioning mobile device is just so much more than a pretty face.

Posted By: David Lynch (11/01/2007 7:29:22 PM)

Comment: "...making calls or texting while we are moving at high speeds." That is a ridiculous habit to comment on as acceptable. Using a mobile phone while driving (never mind at high speeds!) can have and has had lethal consequences! Motorola should NOT be seen to make this an acceptable practise. And texting while driving? NUTS!

Posted By: Tom (11/01/2007 6:34:11 PM)

Comment: Right now, there are 552 Apple "iPhone" videos posted on YouTube.com and most of them show the new interface and device functions (IMHO many are clearly planted there by Apple). Go there, take some time, and watch 5 or 10 of the video clips and you'll realize how much "finger work" the new interface takes to operate. Also, you'll see the conflict there will be between the surface you constantly touch and the surface you view images through. What will the user experience be like? Try this for fun...Stand in front of your living room window and drag your finger back and forth a couple of 100 times in an iPhone shape, then enjoy the view through the oily rectangle, if possible :-).

Posted By: Jon (11/01/2007 6:12:41 PM)

Comment: Great commentary! Looks like Steve is creating a walled Apple only orchard. He's not understanding the target market for this - the teenagers and twenty year olds, they don't just use iTunes for their music they use multiple online stores. Will be interesting to see if the battery life holds up - 5 hours talk time is pretty much two years ago. You missed that you can't swap out the battery - let's hope for Apple's sake they don't have any battery issues. And you are SOL if your mix of listening to music talking and txting runs the battery out in a typical day - you can't carry a spare and swap it out. Talking of txting - I just don't see it working well on a touch screen - ever tried entering a phone number while driving on a touch screen device - you will only ever try once and realize its way too dangerous. The good news is that it will raise the bar on design and simplicity and have Motorola and its competitors looking to simplify the things for users. When will Motorola provide visual voicemail - that's an app I would like on my phone now.

Posted By: Valy Lev (11/01/2007 5:28:24 PM)

Comment: Padmasree, you're right on the money. I am also a gadget freak, I love my iPod and even though I think that iPhone is cute I would not trade my Motorola Ming (A1200) phone for it! Ming does everything that iPhone does, without any of the weaknesses you mention.

Posted By: Michelle Bradtke (11/01/2007 5:28:09 PM)

Comment: Interesting info re: iPhone functionality. Here is some feedback from a 14-year-old who is a heavy, and I emphasize, heavy user of a cellphone. Her early feedback on the iPhone is that the price is too high and that the touch screen would be a pain to use on a regular basis.

Posted By: [Wendy](#) (11/01/2007 5:07:54 PM)

Comment: Hi Padmasree - great post! Glad to see you out there. I couldn't agree with you more - it is clear Apple chose to NOT disrupt the market. Their offering is a locked-shut, tightly closed device (which BTW is just a Mac in your pocket, more or less). It seems they've ignored high speed mobile data. I think this is a huge opportunity for a more open competitor to come in and clean up. You might find Tom Evslin's post relevant.
http://blog.tomevslin.com/2007/01/apple_fails_to_.html