

Technology family reunion

iPhone - combining all necessities - revolutionizing phones

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The Apple Corporation set out to produce the highest quality products that would support the consumer to the fullest extent.

The goal began with their original computer, which hit schools across the nation. The next step was to produce a faster, sleeker version of the desktop computer. This was met with the iMac and the evolution of "iWorld." Then, came the iPods mini, video, nano, and Mac was faced with the question: what to do next?

This question was approached with an open mind, and answered with the decision to create a handheld ultimate device with MP3, Internet, email, GPS, phone, and texting capabilities. This advanced piece of technology captures all the positives in the cyber world and is called the iPhone.

"The iPhone sounds really cool. I am really excited for it to come out," said **Lindsay Harris**, 9.

Mac's advances in the ability to create a product that reaches every age group, is simple and fun to use and is compacted into a sleek 3.5 inch LCD screen iPod and phone that is called the iPhone.

Somehow the Macintosh Company has had the ability to market and dominate the computer world with their cutting-edge design.

"The iPhone looks great, but not that many people will have one because it is so expensive," said **Akshay Roy-Chaudhury**, 9.

With ownership over the most modern, trendy gadgets, Apple has created a variation of a monopoly, especially

over the MP3 world. The main reason Apple has been able to accomplish this feat has to do with making their products look and perform the best.

The marketing skills of Apple were the most effective tool used to capture the attention of the teenage and adult populace. With their distinctive white headphones and distinguished design, the iPod enabled the iPod frenzy.

By insulting the PC dimension of the computer world in their advertisements, Apple has created an image for the PC manufacturer, which is one of outdated design and technology. The Mac influence has reached the young, the old, and the in between.

The marketing has gone far enough that, currently, consumers associate the color white with Mac. Also Mac has made virtually all other MP3 players seem inferior to the great iPod.

Apple has been highly pressured to continue to produce high quality products from the media and cyber enthusiasts.

This call to greatness has been achieved with the iPhone. Not only does this phone capture all of Mac's unique applications, but it also makes the mobile phones that seem the most contemporary today look decades old when compared side by side to the iPhone.

This hyped-up device is expected to meet and defeat all previous expectations and skepticism. The iPhone has become the elite of the cellular market.

"I am pumped for the iPhone to come out. It sounds sweet, but I wish it were less money," said **Alex Schatz**, 9.

THE IPHONE IS available exclusively for Cingular Wireless meaning that the phone will be locked for any other service with the exception of Cingular. There is a slim possibility that the iPhone will become unlocked in a few years as Mac's contract with Cingular will end. This will enable the iPhone to be used by any wireless service.



All of the great features on the iPhone will, of course, milk every cent out of a wallet. With the 4GB at \$499, and the 8GB at \$599 the iPhone seems pricey. This large sum appears expensive, and it is, but a device that carries the amount of software as the iPhone is worth the high price.

Coming June 15, 2007

photo courtesy of apple.com

Tech Specs

iPod video- The iPhone provides a widescreen iPod that includes songs, videos, audiobooks, and podcasts. It works the same as the previous iPods as the player synchronizes with iTunes on a computer.

SMS Texting- Texting becomes simple and easy as typing is on a touch screen, rather than small number keys. It carries a predictive feature, which fixes mistakes made, while typing.

Mobile Phone- By pointing a finger at a contact in the address book, a call is made. The iPhone allows a sync with a desktop or laptop computer, or a internet source to enable contacts to be transferred.

Camera- the iPhone features a two mega pixel camera, which carries both video and still image recordings capabilities.

Email- The iPhone carries a rich HTML so most mail services are applicable on the phone.




Safari Internet Program- This program on the iPhone allows unlimited browsing. To enlarge an image a simple touch of the screen is all that is needed.

Google Maps- enable the iPhone to carry detailed satellite, maps, and directions. Also, traffic information is available.

Sensors- iPhone's accelerometer detects when you rotate the device from portrait to landscape, then automatically changes the contents of the display

Widgets- Small applications that give you helpful information like stock reports, weather reports, and more in real time.

Comparison

Phone			
	LG Chocolate	Moto Razr	Apple iPhone
Battery	Up to 6 Hours talk time. 200 Hours on Stand-by.	Up to 7 Hours talk time. 270 Hours on Stand-by.	Up to 5 hours talk/video/ browsing. Up to 16 hours Audio playback.
Weight	3.53 Ounces	3.42 Ounces	4.5 Ounces
Games	Yes	Yes	Yes
Display	LCD Screen	LCD Screen	LCD Screen, Multi-Touch
Memory	128 MB	5 MB	4GB or 8GB
Sync	USB connection for downloads	Yes with PC when using a USB connection	Yes with PC using given USB connection