

## Apple iPhone Killer App

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By Matt Brunk

Steve Jobs of **Apple** had the CEO's from **Google** (Eric Schmidt) and **Cingular** (Stan Sigman) pitch their joint stakes in Apple's iPhone and Cingular promised more is yet to come. A co-founder of **Yahoo**- Jerry Yang pitched Yahoo's investment too.



Jobs boasts that the **iPhone** has over **200 patents (applied for)** and that the iPhone even does "last century dialing" (using a dial pad on the screen). Two models are available in June, 2008- 4 or 8 GIG and costs \$499 or \$599 + 2 year Cingular contract. The iPhone does not have a plastic QWERTY keyboard but instead Apple stepped outside the box once again and used software to emulate a keyboard or dialpad when needed- something done in traditional telephones for decades (softkeys).

The iPhone runs on OS X and listening to the hour and a half presentation download, Jobs does make one good point: The Killer Application-making calls.

Google is delivering Google Maps, weather, stocks, and search functions while Yahoo is delivering email and Cingular is helping to act as the transport and exclusive carrier. How long that exclusivity remains is yet to be seen. Jobs hopes to gain 1% market share or 10 million iPhones sold in the first year. The really cool voice mail function is the visualization of voice mail messages.

The iPhone acts as an iPod, phone and Internet access device. Smart convergence. I'm disappointed on three counts even though Apple has implemented very cool technologies in this 4.8 ounces of converging wonder.

First- I'd really love to see incorporated with Google Maps- turn-by-turn directions which requires GPS. Maybe someday. The iPhone will have a wired headset or a Bluetooth headset and both are pretty neat headphones.

Second- I'd really love even more to have one right now, not June. Just as Jobs stated- Apple, is introducing their iPhone not the **FCC**- so that means pending FCC approval and there are or were a long list of hoops for Apple to jump through.

Thirdly- the biggest disappointment I have is watching the hour and a half presentation mostly by Jobs, and I lost count of how many times he shoved his spectacles atop his head so he could read/see the iPod display. Maybe he wears reading glasses or is farsighted, is just my guess. **Watch the video** for yourselves. Anyway- iPod for senior citizens should be on the drawing board now and I know I would use a Senior model. My hope is that the iPhone doesn't cause it's own issue like eyestrain or anything like the **Blackberry** and **"Blackberry Thumb"** or issues such as debated about the **iPods and earbuds**.

The personal telephone that commands a \$499 or \$599 price tag by 10 million users is in my mind- mind boggling. Schmidt had it right- if Apple and Google were ever to merge, the company would become AppleGoo. Ten million or so sold iPhones if sold is a pretty sticky (AppleGoo) business. One thing I think is certain and that's some avenue of another success is in sight for Apple. I just hope I can read the iPhone's display.

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