

iMania

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By Matt Brunk

It's interesting that Apple gets all the "mania" surrounding their products and announcements leading up to new gizmos such as the iPhone. Microsoft however gets all the money and Cisco all the glory- so it seems.



Whatever number of iPhones Apple has sold and activated remains guarded. As an enthusiast only- I'd love to see the Apple icon illuminated with a number of iPhones sold to date- similar to the old McDonald's golden arches with so many billion burgers flipped and sold.

Having a conversation with Bill Denk, CEO of Elias Corporation- I started with a statement that "many view the Apple iPhone as a closed and proprietary system." There's no disagreement from Bill and I doubt from most others. It seems that the industry is a bit mixed up and over inflated with ideologies when it comes to using terms "closed and proprietary" and "open architecture."

Nortel's former telephony open architecture was great. Nortel remained closed and proprietary and offered open architecture solutions from developers passing muster. The product quality proved itself and life went on. Apple isn't much different. They retain a tight control over their products but that doesn't mean they don't promote development under the auspices of "open architecture."

AppLists was created in just three days and provided to iPhone users at no cost. Applists goes beyond the recent plethora of app launchers and desktops in the marketplace by allowing iPhone users to create multiple applists for their home, work, school or any grouping they can imagine, all in one place. It really helps to organize their apps in a way that is unavailable through any other product on the market.

There are many Apple developers that simply write code for the sake of doing the work and the experiences they gain from **iPhoneDevCamp**.

I think the differences lie deeply in the hearts of those in the Apple and PC worlds.

According to Bill, "most of us have heard that we're bombarded with thousands of advertisements a day. Everyone is pushing for our attention. From what I've seen, most recent business models are geared to attract lots of people, and then throw ads at them, "and if you don't like the ads," they'll say, "pay us to turn them off." We won't do that.

It seems that every time technology improves our ease of life, it also improves the toolset for those trying to win our attention (think printing presses, telephones, email, web ads). The next part of the cycle is, we consumers feel overloaded, so we put up barriers to stop the intrusion (think the do-not-call list, SPAM control, pop-up blockers).

*I believe that **Applists.com** is now, and will grow into the premier company for apps on the web. Not at any time are we going to open up the floodgates to marketers and businesses as a new avenue to bother people. The rules need to change. Businesses need to begin respecting people as people. Humans. Not just faceless "users," "recipients," etc. People deserve to have their privacy respected. And I think that's what businesses want too. Most just don't know how to do it.*

With Applists.com, and the other software applications that we will be launching later this year, people will have the control in their hands, just like they do with who they invite in their homes. Marketers and businesses shift from being bothersome, to welcomed guests. "

I think Bill Denk and others in the Apple world are right and for those willing to entertain the same ideas and beliefs about people- note I did not use the word "user" - then businesses will benefit and yes, the iPhone and most other iWares from Apple certainly have a place in business. Again I ask- what makes Apple so successful?

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