

iTHIS!

[PRINT](#)

February 01, 2007

By Matt Brunk

Every now and then, there's something that runs amok in business world. Even in the struggles there's opportunity.

Apple is being chastised for "stealing" the name **iPhone**, for the price of their new iGadget, and there's something short of some insensitivity on their board governing some accounting practices and **short selling of options**.



Getting past these issues is another view that Apple is the last company that most would expect to compete in VoIP. In all the telephony and IT circles surrounding VoIP, rarely does Apple's name come up until recently and it's about Cingular and Apple with their exclusivity of the iPhone working on Cingular's network and there is no IP or VoIP offering as of yet.

As a consumer of Apple's products and a very happy one - I'll raise one benefit of using their products dating way back to the days of those funny looking machines called Apple computers to the Classic Mac, Performa and then iMac. There were 4 Apple computers I owned since 1979. That's 28 years, each of them I hung onto for at least 7 years including the iMac which is now up on the list for replacement. The Apple runs our back office 24x7 and without issue and all the overhead that one is entitled to using PCs. If this is any measure of performance then so be it. It's simply why we keep buying their product every 7-8 years.

Apple is far more creative than many competitors. Their products have stood up against the test of time and of course they've had their share of failures too. In the 1980's we were doing poorman's "CTI" by connecting modems on Apple Computers to the **Panasonic** telephones in numerous offices - web and IT firms, advertising, doctors offices and our own. The Apple embedded phone dialer tool would dial the contact through the Panasonic telephone's "parallel port" feature and once the called party answers, the user picks up the handset to assume call control. In the business world another CTI tool came along much later but it's dominating the CTI scene today and that's **Microsoft's TAPI**.

Apple continues to sell and grow even in the **computer and server sales**. They hit a nerve with consumers that want quality, ingenuity and of course the Apple name. These consumers will call upon businesses and they will use their Apple wares including the iPhones to do so. The dominant trait of Apple, I think is their creativeness. Herein is an excellent opportunity for those that in the past that have shunned Apple or shied away from them. It isn't about what software you can run on a PC vs. a MAC, it's about how effectively you can deliver content. How deeply you can go with the convergence theme may be a secondary theme. Music, network access, SMS, telephone, and movies all built into one pretty cool device that fits in your hand. The iPhone is interesting and again without having had the experience of using one, I remain hopeful for its success. It will be interesting to watch (pun intended) and see what the outcome will be in the next 12-24 months. It would be far greater to see some Apple creativity and talent applied to VoIP or should I say AoIP? (Apple over IP) Whether or not they sell iPhones successfully - IP telephony could certainly use a lot help and creative juices to build a better telephony model. Remember: one thing is certain and that is **Content is king**. This is going to be interesting to watch as Apple, Cingular and the iPhone story develops.

Quick Profile

iPhone – CONS: name (iPhone) dispute, small screen, closed to Cingular and Apple for wireless, price is always a factor, no mention of softphone client or support of Skype, Vonage or VoIP – perhaps these are future wares traceable in the USPTO filings?

Comment on this Article

[Click here to comment... \(Show/Hide Form\)](#)

Other Visitors Comments

There are no comments currently....

[Close Window](#)