



ANSHUDEEP MATHUR | *Anatomy of a PC*




Apple iPhone

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- Before the  iPhone debuted, rumors had been floating around for more than two year
- Tens of ‘Photoshopped’ versions claiming to be *the one* iPhone could easily be found
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Then the REAL THING came

- It's was **iPod**, a **Phone** and a **Breakthrough Internet Device** - all in one!



- Was introduced at Macworld San Francisco, 2007 - this January





I. Widescreen iPod

Your music, audiobooks,
videos, TV shows, and movies
synced from iTunes



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videos, TV shows, and movies
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2. Phone

Visual Voicemail, SMS texting,
Photos, easier interface and
You can **still** make phone calls!



3. Internet Communications Device

Built-in rich HTML email client, Safari, Google and Yahoo! search.

iPhone is fully multi-tasking, so you can read a web page while downloading your email in the background over Wi-Fi or EDGE



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TECHNOLOGIES

Multi-Touch



Scrolling by “flicking” your finger

Resize by moving them apart on the screen -
using the “Pinch”

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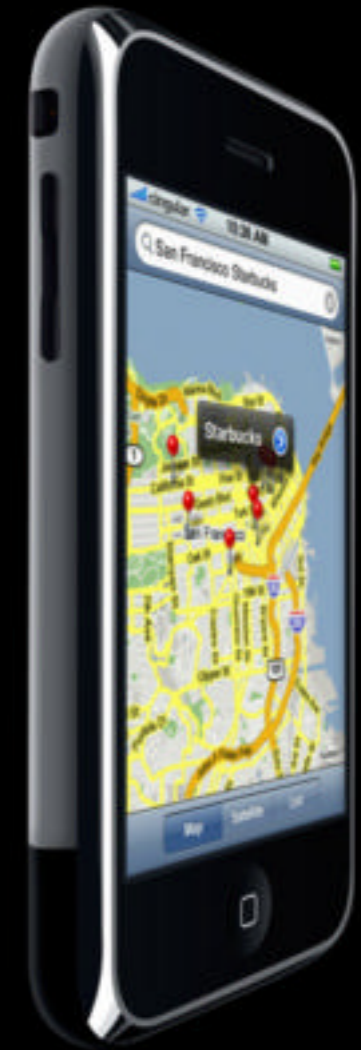
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- **Wireless**
Uses quad-band. Also supports Cingular's EDGE network, 802.11b/g Wi-Fi, and Bluetooth 2.0 with EDR

Wi-Fi

802.11b/g Wi-Fi, which gives you up to broadband-speed browsing and connectivity.

EDGE

Cingular's EDGE data network for high-speed Internet access and data transfers.



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- **Built-in Advanced Sensors**
Include the accelerometer, the ambient light sensor, and the proximity sensor

Wi-Fi

802.11b/g Wi-Fi, which gives you up to broadband-speed browsing and connectivity.

EDGE

Cingular's EDGE data network for high-speed Internet access and data transfers.



0.46 inches
11.6mm

2.4 inches
61mm

4.5 inches
115mm





Technical Specifications

Screen size	3.5 inches	
Screen resolution	320 by 480 at 160 ppi	
Input method	Multi-touch	
Operating system	OS X	
Storage	4GB or 8GB	
GSM	Quad-band (MHz: 850, 900, 1800, 1900)	
Wireless data	Wi-Fi (802.11b/g) + EDGE + Bluetooth 2.0	
Camera	2.0 megapixels	
Battery	Up to 5 hours Up to 16 hours	Talk / Video / Browsing Audio playback
Dimensions	4.5 x 2.4 x 0.46 inches / 115 x 61 x 11.6mm	
Weight	4.8 ounces / 135 grams	

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Apple vs. Cisco



- On February 21, 2007, Apple and Cisco reached an agreement on the iPhone trademark:

“ Under the agreement, **both companies are free to use the “iPhone” trademark on their products throughout the world.** Both companies acknowledge the trademark ownership rights that have been granted, and each side will dismiss any pending actions regarding the trademark. In addition, Cisco and Apple will explore opportunities for interoperability in the areas of security, and consumer and enterprise communications.”

- However, Cisco Systems continues to own the Trademark.

Availability

- The phone will be offered exclusively through Cingular in the US in **June 2007**.
- 4 GB model: \$499 with a 2 year contract
- 8 GB model: \$599, same contract rules
- The iPhone can be purchased through Cingular's website or via the Apple Store
- In Canada, the service will be offered by **Rogers**
- Date of release in Canada unknown

Final words

- The demoed iPhone at Macworld was **NOT** the final version.
- A number of applications were not ready (eg. Calender app)
- A lot of features are still unannounced and unknown - so it's best to wait until the product is officially released before judging it
- Targeted towards hi-end mobile devices (for now)





