Exhibit I

IPhone

From Wikipedia, the free encyclopedia.
(Redirected from Iphone)

*The title of this article is incorrect because of technical limitations. The correct title is **iPhone**.*

The iPhone is an iTunes-enabled mobile phone developed jointly by Apple and Motorola.

The phone is similar to the Motorola E398 but has an embedded version of the iTunes software that will enable users to buy songs and play them directly on the phone. It is expected to have 555 MB of storage capacity and will be able to contain about 100 AAC music files. The price per song is expected to be 0.99€ compared to 2€ or 3€ charged by other operators.

The iPhone is expected to be unvieled on July 7th 2005 as Apple has scheduled a press conference on that day.

Currently the URL http://www.iphone.org/ loads Apple's corporate website.

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Source: News & Business > Combined Sources > **Mega News, All (English, Full Text)**
Terms: **"LG is not the long-rumored Apple iPhone"** (Edit Search | Suggest Terms for My Search | Feedback on Your Search)

THE SHAPE OF RINGS TO COME; Spring colors abound, music is in the air, and picture perfect mobile phones are on the way. Fortune May 1, 2006

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Fortune

May 1, 2006
U.S. Edition

SECTION: BUSINESS LIFE/GADGETS/PHONE PICKS; Pg. 140 Vol. 153 No. 8

LENGTH: 547 words

HEADLINE: THE SHAPE OF RINGS TO COME;
Spring colors abound, music is in the air, and picture perfect mobile phones are on the way.

BYLINE: PETER LEWIS

BODY:

WHAT WILL BE this year's must-have cellphone? Last year Motorola's ultrathin Razr was the star of the CTIA Wireless trade show (where companies preview their models for the coming year), and it went on to become America's most popular fashion phone. Which one will everyone be talking about (and talking on) this year? The following are my top picks from this year's show.

FOR MUSIC LOVERS: The round click-wheel on the lid looks suspiciously similar to that of a certain popular portable music player, but no, the new LG550 phone from South Korea's **LG is not the long-rumored Apple iPhone.** As one might guess from the iPod-like looks, however, the LG550 is a mobile music monster. It comes with a micro-SD card slot for storing 64 megabytes of MP3 files (optional cards can store up to a gigabyte--several hundred songs), and it can beam the music wirelessly to a Bluetooth stereo headset or to your car's stereo system. Other features include EV-DO high-speed wireless data, speech-activated dialing, and a built-in 1.3-megapixel digital camera. LG says the phone can be customized with interchangeable faceplates and software that allows the user to record a custom ringtone by humming a tune into the phone's microphone. LG did not say when the phone would be available or how much it would cost, but I'm guessing summer from Sprint or Verizon.

FOR PHOTO FANATICS: Here's a news flash--Sony Ericsson has made a camera phone with a really good camera. The K790 Cyber-shot phone is an EDGE (enhanced data for global evolution) handset, offering relatively speedy web browsing and e-mail on the GSM network. But flip it over and it becomes a 3.2-megapixel Sony Cyber-shot digital camera with autofocus, a xenon flash, and a particularly clever feature called BestPic, which blasts a series of nine rapid-fire shots when you press the shutter button. Somewhere in the series, surely, is a shot in which no one is blinking. The pictures can then be e-mailed to your personal blog on blogger.com, or transferred to a printer via Bluetooth or USB. To keep you amused while waiting for the next phone call or photo op, the K790 also includes a music player and an FM radio. Extra tunes can be stored on a Memory Stick Micro expansion card. Pricing and carrier have not been announced, but Cingular and T-Mobile are the leading EDGE

networks. Look for it later this summer.

FOR MOTOROLA LOYALISTS: Motorola just unveiled a music-enhanced version of its wildly popular Razr, the V3m, which includes a micro-SD expansion card slot for storing extra tunes. It rocks. The Motorola Pebl U6, meanwhile, a well-rounded (oval, actually) clamshell phone with the feel and heft of a smooth river rock, now comes in colors, including green, blue, orange, and pink. T-Mobile will offer them for $300 with a contract. Motorola also showed off the Miniblue, which appears to be the world's smallest Bluetooth headset. The earpiece of the bottlecap-sized gizmo fits in the ear canal and picks up your voice without the need for a microphone boom. Look for it this summer.

BOX STORY:

SPECS

LG550 music phone * Price: TBA * Available: Summer 2006 * www.us.lge.com

K790 Cyber-shot * Price: TBA * Available: Summer 2006 * www.sonyericsson.com

Pebl U6 * Price: $300 with contract * Available: Now * www.motorola.com

GRAPHIC: THREE PHOTOS

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iPods great and small; forecast of the media players Macworld November 1, 2005

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HEADLINE: iPods great and small; forecast of the media players

BYLINE: Snell, Jason

BODY:
It never fails. Every time you think Apple is going to zig, the company zags instead. On September 7, everyone in the world was expecting Apple to announce a cellular phone that worked with iTunes. And that's what we got. But we also got something much more momentous--the bold replacement of the hugely popular iPod mini with the ground-breaking new iPod nano (see page 12 for details).

[ILLUSTRATION OMITTED]

Not Standing Still

Apple is most definitely not playing defense. Even though the iPod is by far the most popular digital music player on the planet, the company knows that dozens of competitors are trying to knock it off its throne. If Apple had kept the iPod mini in its product line for this year's holiday season, would it have sold a zillion of them? Undoubtedly. But at the same time, its competitors would have crept a little bit closer. Would they have crept close enough to seriously threaten the iPod mini's rule? Not in 2005, certainly. But eventually, yes.

That's why Apple has adopted a philosophy of many successful sports teams: Better to make a change one year too early than one year too late. So the iPod mini--even though it was still a winner--had to go.

Inventing Nanotechnology

For me, the most impressive thing about the iPod nano is that it's undeniably an iPod. It has the same design as the full-size model, with a Click Wheel, a color screen, and the ability to display photos. The biggest differences between the nano and the full-size iPods are storage space and size.

The iPod nano isn't nearly as good a per-gigabyte value as the full-size iPods. But the iPod mini was also introduced at $ 249 for 4GB of storage, and that didn't stop it from becoming a huge hit.

I don't think this value issue will hurt the nano: Many people don't need to carry tens of

thousands of songs with them--for many potential iPod buyers, the size of the iPod is more important than the price. And if price is truly a concern, buyers can opt for the 2GB model. (For a helpful guide to picking the iPod that's right for you, see Playlist [page 70].)

To me, the most appealing thing about the iPod nano is its size. Even if you can't remember the days when 10MB of hard-drive space was more than many of us thought we'd ever need, you've got to be amazed to find several gigabytes of data on a chip that's the size of your thumbnail. It's hard to grasp just how small the iPod nano is until you, well, grasp one. The nano is very close to being small enough to fit it in your wallet.

Like many people, I keep my entire music library on my iPod, so I won't be switching to a nano as my primary iPod in the foreseeable future. But I'm excited about the nano (although I'm not as thrilled about the silly name) because it's a great bridge between the iPod shuffle and the full-size iPod. Now people who want a tiny, shock-proof iPod can get one with a screen. I can't wait to get mine.

The Future of the iPod

Meanwhile, with the introduction of Motorola's iTunes-equipped Rokr cell phone, Apple is poised to become a major player in the cell-phone market. While many of us prefer to keep our iPods and our phones separate, some people will welcome the chance to reduce the number of digital devices they have to carry around. The Rokr is primitive by iPod standards, but it's just a start. With any luck, Apple is already working on the next generation of iTunes-embedded phones, devices that will blur the line between iPod and phone even more.

With the introduction of the iPod nano and the Rokr, the future of the iPod product line is becoming clearer. As flash-memory technology improves, large, hard-drive-driven iPods will fall by the wayside--at least as far as music is concerned. But I don't think the full-size iPods will wither and die. Instead, they will move on to the next frontier of portable media: video, a format with large data files that will require a hard drive for a long time. And there's still an opportunity for full-size iPods to add networking, which could add lots of cool features.

And that, I think, is one of my favorite things about Apple's latest announcements: Just when we--and Apple's competitors--thought we knew where the company was headed, Jobs and Company surprised us with the nano. Once again, anything seems possible. **Apple-branded iPhone? Video iPod?** Stay tuned.

Are you going to buy an iPod nano or a Rokr phone? Has the iPod revolution left you behind? Share your thoughts about this topic or anything else at macworld.com/forums, or e-mail me at jason_snell@macworld.com.

IAC-CREATE-DATE: October 24, 2005

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We Want the iPhone!; Playing music on cell phones hasn't exactly swept the nation, at least not yet. PC Magazine November 29, 2006 Wednesday

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PC Magazine

November 29, 2006 Wednesday

SECTION: FIRST LOOKS; Pg. 8 Vol. 25 No. 23

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HEADLINE: We Want the iPhone!;
Playing music on cell phones hasn't exactly swept the nation, at least not yet.

BYLINE: Sascha Segan

BODY:

Playing music on cell phones hasn't exactly swept the nation, at least not yet. But as recently as 2001, MP3 players were also considered fringe geek devices. Apple has completely changed all that. Once Steve Jobs reinvented the MP3 player and made the right deals with Ã‚record companies, the digital music market took off.

Of course, rumors of an "iPhone" (**an Apple-branded cell phone that would revolutionize** the way we use Ã‚mobile devices) have been swirling around for years now. It's easy to underÃ‚stand the appeal of a device like this. Cell-phone interfaces are broken, confusing, and overloaded, whereas Apple is the UI master. The integration of music and Ã‚video on phones leaves a lot to be desired, too. On January 8, Apple may Ã‚finally release its iPhone at Macworld San Francisco.

For the iPhone to sweep the world as did iPod, though, Apple has a tough list of requirements to fulfill. The iPhone needs to be an all-Apple project. The disastrous Motorola ROKR and RAZR V3i show what happens when other companies (here, Motorola and Cingular) Ã‚become involved with Apple's product design. You get a hideous chimera with two inteÃ‚grated music players and an ancient user interface that takes 45 minutes to load music from your PC.

The iPhone needs to work just the way an iPod does. The iPod interface is the gold standard in music players, and consumers won't accept anything less. Unlike the ROKR, the device

also must support playlists and video and transfer songs at more than a snail's pace. Still, the iPhone must be more than just an iPod. T-Mobile CEO Robert Dotson said in October that Apple's Leopard OS gets a lot of things right, including rich e-mail. I'd say that along with syncing PIM information and supporting e-mail and IM, Apple needs to do something unexpected--perhaps show other manufacturers and carriers how to design a device for the MySpace/YouTube crowd.

In addition, potential buyers can't be restricted to one carrier. For Apple to be truly successful, it needs to do what Motorola has done with the RAZR and give everyone the option to get an iPhone. Also, U.S. wireless carriers have a horribly effective track record when it comes to slaughtering cell phone features to "protect" their clumsy efforts at overpriced, network-based services. It's time for the cellular carriers to think different.

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iPhone: iThink Not Apple Matters May 18, 2006 Thursday 3:31 PM EST

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May 18, 2006 Thursday 3:31 PM EST

LENGTH: 1248 words

HEADLINE: iPhone: iThink Not

BODY:

May 18, 2006 (Apple Matters delivered by Newstex) --

If you were kicking around Europe in the middle ages there were certain things, William Manchester tells us, that you simply believed. Saber toothed hirsute humans patrolled the forests, Atlantis was just over the horizon, and rabid frothing men with the heads of dogs lived to the south. That there was no evidence of the existence of any of these things would not, the average peasant would sincerely aver, have the slightest impact on the implicit unshakable belief in their reality. The **Apple iPhone is a little like the legends** of yore. There is no actual evidence of such a beast but because there are iPods and cell phones it seems like a sure thing that Apple will produce a cell phone.

How convinced are people that the iPhone is coming?
Well, there hasn't been a moment in recent memory when the Apple iPhone hasn't been rumored to be just around the corner and the rumors are picking up momentum yet again. Of course, that is all they are, rumors and speculation, the equivalent of some peon in 12th century noting that there are both men and wolves and extrapolating that there must be, somewhere, men with the heads of wolves. Which sounds cooler: all the advantages of opposable thumb topped off with the benefits of a savage maw or a phone that works as flawlessly and as simply as an iPod?*

To avoid being overly dismissive it must be noted that there are solid reasons Apple would be interested in the cell phone market. Apple has sold, thus far, 50 million iPods since the .mp3 player was released in 2002. An impressive number, but nothing compared to the 229 million cell phones sold in the first quarter of 2006. Apple likes the green, pines for larger markets and has more than a little expertise when it comes to marrying slick industrial design with easy to use software so the iPhone seems like a natural fit for Apple's strengths.

Couple Apple's natural ability to crank out a better than average cell with the prediction of a market visionary...well really rich guy...Bill Gates. Mr. Gates is certain that the demise of the iPod will be assured with the rise of a do it all phone. Bill's reasoning is as follows: Why, oh why would users lug two pieces of techno gadgetry around when only one circuit laden hunk of plastic is necessary?

With these two key pieces of info in mind, we can now boldly proclaim that either an Apple cell phone is coming or the iPod will soon be in an ever accelerating death spiral. As Lee Corso would ever so annoyingly put it, not so fast my friend. For all the good reasons why

Apple can't afford not to cram a phone in an iPod there are even better reasons why they won't do it anytime soon.

The most telling reason is that people don't really want an iPod phone. At this point, it would be all too easy to point to the Motorola (NYSE:MOT) ROKR or the failure, several years ago, of cell phones with built in FM radios and chalk the absence of an iPhone to the decidedly tepid reaction to similar devices by consumers. Others would counter that Apple could easily address all the issues that made the dual purpose phones a failure. In regard to design and software, they are right, Apple could come up with something great. In regard to what people actually want, they are likely a bit mistaken.

While there are no shortage of issues to work around with the fabled iPhone one of the toughest issues Apple would have to overcome would be battery life limitation. An iPod nano runs for 14 hours after being recharged and a Motorola RAZR will let you gab to your hearts content as long as heart is fully sated in under 7 hours. Listen to your iPod and you lose talk time, and talk time is what people want out of a cell phone. Short of a return to the brick style phones of the late eighties a trade off between talk time and music listening is not what most users seem to want after all, you can make it through the day without your iPod but many can't make 5 minutes without their cell phone.

Apple's other major problem is the dysfunctional US cell phone market. For readers abroad: the US cell phone market works, in general, as follows: commit to two years of service and get a free cell phone.

On one level, people instinctively know that they are paying for the phone but, since they don't get a discount for using their old phone, they sign up and take the free electronics. Sure, it would be better if people bought the phone and paid for the service separately but that is not the model the providers have chosen to foist on the American public. With that realization, the understanding that Apple would be at the mercy of cell service providers is unavoidable.

The notion of Apple selling a product and relying on another major company to provide support and, more importantly, reap continued profits of said device is laughable. If anyone is going to make money on Apple hardware, it is going to be Apple. The usual method offered around this intractable dilemma is an Apple branded value added phone network. A network where Apple would lease time from a cell phone company and resell the time to subscribers. It is hard to see that as an appealing option, all the network problems of the provider will still be there and it hard to see Apple offering a phone at below cost just to lure in subscribers.

When all the factors are taken into consideration what once seemed like a foregone conclusion seems much more chancy. One begins to wonder if the speculation is arising out of personal yearning by the analysts for Apple to take care of their cell phone woes. Of course non of this means that Apple won't devise some non traditional solution and take a nascent marker by storm, but just expecting Apple to crank out a cell phone simply because they can is a bit of a stretch. If the "just because" credo was part of Apple's corporate identity we would have seen an Apple tablet long ago. Don't expect to see an Apple cell phone until Apple can think of way to make it great and, more importantly, very, very profitable.

*For the record: wolf head guy wins by a mile.

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3GSM: Nokia, Sony Ericsson Prepare Competitors to iPhone

02.14.05

Nokia Music Store

ENLARGE

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By Sascha Segan

CANNES, France—Will 2005 be the year we really start listening to music on our phones? Nokia and Sony Ericsson announced plans to put full-fledged music stores on their phones today at the 3GSM trade show, following up on Motorola's much-vaunted collaboration with Apple.

Nokia's announcement came as part of a startling partnership with Microsoft. Starting later this year, some Nokia phones (the first one in the US will be the Nokia 6682) will play Microsoft's WMA-format music, including protected songs downloaded from services such as Napster.com and Walmart.com. Microsoft's Windows Media Player, in turn, will start supporting Nokia's AAC music format and OMA digital-rights management copy protection. And Nokia phones will begin to appear as standard portable music devices in Windows Media Player on Microsoft Windows XP-based PCs.

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"For a seamless experience around devices, it's hard to find a better cooperation than to cooperate with the king of personal computers, Microsoft," Nokia executive vice president Anssi Vanjoki said at a press conference today.

Nokia will also start a music store, powered by Loudeye, which will sell songs over the air to phones using the AAC and OMA

Nokia Music Demo

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standards. Those songs will then play on PCs with Windows Media Player, but not on handheld devices that don't support AAC/WMA.

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"This agreement makes it easier for consumers to download music they want to listen to, without having to worry about whether or not the file format is supported," Vanjoki said. (That's not entirely true; users of Apple's iTunes store or Sony's Connect store will still be left out.)

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Motorola Previews iTunes Phone

Sony fans will have options, though: today Sony Ericsson also pledged to announce a line of Walkman-branded music phones next month that will "enable users to transfer their existing CD collections to their phones using a PC." That probably means that they'll play MP3s (Sony Ericsson promised "open music formats") and that they'll join up with some sort of PC jukebox software, such as Sony's SonicStage. A future generation of phones will be able to download music from Sony's Connect store over the air and use Connect-downloaded music from PCs.

"A credible mobile music player must combine a wide variety of key features such as easy-to-use software ... large music storage capacity, long battery life, quality headphones, and cutting-edge design," Sony said in a press release.

The Connect connection isn't necessarily a plus, as the store's ATRAC format is the odd man out in a music landscape dominated by Apple and Microsoft. Ditto for Sony's SonicStage jukebox; Apple's iTunes and Microsoft's Media Player are the big dogs in that space. But Sony Ericsson is known for stylish handsets, and Sony knows how to build portable music players, so their entry is sure to be interesting.

At CES, Motorola hinted that they'll unveil the first iTunes phone at the CTIA trade show in March. If that's true, then this summer the mobile music wars will truly begin.

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Moto's ROKR is a STINKR;The new music phone, based on Apple's iTunes software, is much less than the sum of its parts. Apple's slim and elegant iPod Nano, meanwhile, is worth calling home about. Fortune October 3, 2005

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LENGTH: 1410 words

HEADLINE: Moto's ROKR is a STINKR;
The new music phone, based on Apple's iTunes software, is much less than the sum of its parts. Apple's slim and elegant iPod Nano, meanwhile, is worth calling home about.

BYLINE: Peter Lewis

BODY:
HOW COULD THEY not make beautiful music together? It's just over nine months since Motorola, maker of the gorgeously thin and stylish RAZR V3 mobile phone, announced that it was planning a baby with Apple, maker of the wildly popular iPod and iTunes digital-music systems. Now the celebrity tech companies have finally unveiled their love child, the ROKR model E1 GSM wireless music phone. Cingular, the mobile-service provider, acted as midwife.

Even some people who coo that all babies are beautiful may feel a reflexive need to stifle a boo. "How ... nice," I heard myself saying, which of course is what one says when the baby is homely, a bit backward, lacking in personality, and more than a little stinky. Even as he introduced the new phone recently at an event in San Francisco, Steve Jobs, whose Apple iTunes software is the only cute thing about the ROKR, appeared to hold it at a distance, sort of like Michael Jackson dangling his baby over a hotel railing. Success has many fathers, the saying goes, but even with Motorola, Apple, and Cingular in the menage a trois, ROKR is probably destined for an orphanage.

What went wrong? Perhaps it's kinder to start with what went right. The ROKR model E1 is a GSM phone that successfully makes and receives voice calls. Since telephony is generally considered essential for mobile phones, chalk that up as a success. The color screen is quite pretty and the buttons are easy to push, just as they are on the Motorola E398, a phone from last year that obviously served as the ROKR E1's blueprint. Rather than design a new phone--one worthy of the mating of the RAZR and the iPod--Motorola recycled the E398 design and made only minor modifications, including built-in stereo speakers and a dedicated iTunes music-software key that, when tickled, causes the ROKR to burp out as many as 100 songs from the user's music library. To be fair, the sound quality is better than what I've heard on the dozen or so other MP3-capable music phones I've tested this year, even though the headphone jack is incompatible with better earphones, and the large earbud speakers and voice microphone that come with the ROKR have an unsettling resemblance to the pushpins on my office bulletin board. Plus Cingular charges $ 250 for the phone when it's purchased with a two-year service contract, the equivalent of just 80 gallons of gasoline at today's

pump.

What's amazing about the ROKR is how much it borrows from previous consumer-tech disasters. Let's not point fingers and play the blame game ... oh, what the heck, both Motorola and Apple screwed this one up, probably with Cingular's help.

Let's go way back to the IBM PC Junior. Long before IBM sold out to China's Lenovo, its PC was the industry standard. IBM wanted a consumer machine, but it did not want to cannibalize sales of the more lucrative business PCs it made. So it created a crippled version of the PC and called it PC Junior. Apple has a good thing going with the iPod, and perhaps it didn't care to see the ROKR get good enough to kill that action. So somehow the ROKR was crippled so that it could not store more than 100 songs. In my tests 78 songs was tops, but then I listen to a lot of songs longer than the standard four minutes and at higher quality than the 128-kilobits-per-second bit rate. Even if I were a Ramones fan and all my songs were two minutes or less, the limit is still 100 songs. The surprising diaper bomb is that even if you install a larger micro-SD memory card than the 512MB version that Cingular preloads with the ROKR, the limit appears to remain at 100 songs, or fewer than ten CDs' worth.

More recently Nokia designed its N-Gage portable-game taco with the removable memory card hidden under the battery compartment of the device, making users disassemble the N-Gage just to change games. It's the same deal with the transFlash micro-SD card in the ROKR. If you want to carry an extra memory card to swap as a way to get around the 100-song limit, you'll still have to remove the battery and fumble with dinky cards. Consumer ease of use has taken a back seat to engineering expediency.

Few companies do industrial design better than Apple these days, but the ROKR seems to have escaped the attention of Apple's vaunted design team altogether. Motorola's name and logo are tattooed on the ROKR's body numerous times, but on the model I tested, Apple's name and logo are nowhere to be found. Perhaps Apple is keeping a low profile while it develops its own music phone, the mythical iPhone that, like the white buffalo of Native American lore, will herald Apple's return to dominance of the computer industry.

The ROKR is not the **iPhone. Apple** has hinted, however, that it has other iTunes-based phones in development.

The most inexcusable failing of the ROKR is that for all the anticipation, many of its features do not work as advertised. Doesn't anybody test these things before selling them to the public? The ROKR software is sluggish and clunky, and transferring songs into the ROKR's memory is so slow--even on a dual-processor Apple Power Mac G5--that I was almost glad of the 100-song limit. Getting the ROKR and iTunes to communicate on an older Mac system running a recent but not current version of the Macintosh operating system was like spoon-feeding mashed yams to an infant--messy and requiring great patience. Ditto a PC running Windows XP and the latest version of iTunes. If there's a way to authorize the ROKR for multiple computers, allowing it to move between home and office, for example, it's inscrutable. What's more, the curious inability of the phone to download music directly from the iTunes Music Store suggests bickering among the parents over who should profit from future online music sales, Apple or Cingular, and what the revenue split should be. Then there's the feature that's supposed to mute the iTunes music playback when a call comes in, and resume it when the call ends. The ROKR was better at muting than at resuming. And my, what dim, beady little eyes the baby has. The ROKR's built-in submegapixel camera is feeble compared with rival camera phones such as, say, the Sony-Ericsson W800i Walkman phone. The soon-to-be-released W800i (expected to be about $ 500) has a larger music capacity than the ROKR, a two-megapixel auto-focus camera, and a built-in FM radio. In contrast, the ROKR is an ugly duckling.

After seeing the latest versions of the Motorola RAZR V3 phone and the Apple iPod Nano,

both of which are stunningly slim and attractive, I can't help but think that a superior Moto- [illegible] Apple music phone could have been made by gluing a black Nano to the back of a black RAZR. Better still, skip the glue and simply show them off as fraternal twins, bracing yourself for double the cooing and admiring glances.

FEEDBACK technology@fortunemail.com

BOX STORY:

in box

Apple's newest iPod, the Nano, is also Apple's best. Unlike the iTunes-based Motorola ROKR music phone, whose paternity Apple disavows --it was merely a sound donor, according to Cupertino--the Nano definitely has Apple DNA coursing through its circuits. If the original iPod allowed you to put 1,000 songs in your pocket, the Nano now packs those same 1,000 tunes into that funny little coin pocket inside the right hip pocket of your jeans. How small is it? Make a stack of 25 business cards. The Nano is the same length and depth, but about three-quarters of the width. At just 1.5 ounces, it's so light you'll have to follow the earphone cords to remember which pocket it's in. Yet it has a ton of cool features, including a color screen for showing digital photos and album covers, the iconic iPod scroll-wheel navigation system, and 14 hours of battery life per charge. Sound quality is superb if you upgrade from standard-issue iPod earbud speakers. The Nano comes in a choice of two colors--black or white--and costs $ 249 for a four-gigabyte, 1,000-song model, or $ 199 for a two-gigabyte, 500-song version. It replaces the iPod Mini in Apple's iPod family. Normally, I'd wrestle over the apparently superior value of the hard drive--based 20GB iPod (5,000 songs for $ 299, just $ 50 more than the 4GB Nano), but the flash memory--based Nano is simply a little bundle of joy.

The ROKR is not the iPhone: Didn't anybody test it before selling it to the public?

GRAPHIC: PHOTO, Peter Lewis; PHOTO, Motorola's ROKR E1 phone; THREE PHOTOS, PHOTO, Sony-Ericsson's W800i Walkman

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Apple's remarkable comeback story CNNMoney.com March 29, 2006 Wednesday 6:34 PM EST

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HEADLINE: Apple's remarkable comeback story

BYLINE: By Amanda Cantrell, CNNMoney.com staff writer

BODY:

Apple Computer is turning 30 but its meteoric rise in the music business makes it look more like it's 17.

Meanwhile, Microsoft turns 31 this year but feels much more middle aged: it's wealthy, yes, but moving less swiftly, with a tendency to be a couple of years behind when it comes to stuff like the Internet.

"Apple has struck a cultural nerve, especially with Generation X and Gen Y, while Windows and PC are viewed in essence as 'My parents' computer'," said Tim Bajarin, president of technology research firm Creative Strategies.

The Apple of today is a far cry from the company co-founded by Steve Jobs and fellow college dropout Steve Wozniak on April Fool's Day in 1976. Their first product was a build-it-yourself computer kit and later the Apple II, a machine widely credited with popularizing the home computer.

But Apple's 30th birthday won't be all cake and punch.

Two of its top executives are calling it quits Friday, the day before Apple turns 30 on April 1. Avie Tevanian, Apple's top software developer, is stepping down to "pursue other interests"; his resignation coincides with the previously announced departure of Jon Rubinstein, head of the company's red-hot iPod division.

Apple lawyers were also in court Wednesday facing off against Apple Corps, the company that controls the Beatles' business interests, over the use of the Apple name to sell music online.

Despite those problems, Apple has grown remarkably in the past five years, and that growth spurt comes from its utter dominance in the portable music business.

Thanks largely to the iPod, and Apple's iTunes music store, Apple stock has soared from $7.44 at the start of 2001 -- the year the iPod was introduced -- to a high of about $86 in mid-January. The stock has since retreated back near $60.

That's a far cry from 10 years ago, when Apple was hemorrhaging money and the company was struggling to right its flagship brand of Macintosh computers.

"Apple had plastic surgery and liposuction and a boob job," joked Daniel Morgan, a portfolio manager at Synovus Investment Advisers, who said Apple's makeover into a consumer electronics company is why the company rebounded so successfully from its mid-90s slump. Morgan owns shares of Apple personally and in the funds he manages.

Morgan noted that Apple almost single-handedly created the market for MP3 players by creating a seamless user experience -- which helped spark its transformation from its roots as a maker of small, colorful computers.

The iPod, which claims almost a 73 percent share of the market for portable music players, is the driving force for Apple's cultural, and financial Renaissance. It also accounts for nearly 40 percent of Apple's sales, according to analysts.

Jobs, ousted, returns

Indeed, Apple at 30 is a far healthier company than Apple at 20. Ten years ago, Apple was steadily losing market share with its Macs, which had kept it among the top 3 computer makers during the 1980s.

Apple commanded a 16 percent share of the PC market in 1986, making it No. 2 behind IBM, according to Daniel Daoud, an analyst at market researcher IDC, and it still held about 10.7 percent of the market as late as 1990 -- five years after Jobs was ousted from his CEO post by the board.

The Macintosh brand kept it afloat through the early 1990s even as its market share slid further starting two years after Jobs' ouster.

Apple then went through a string of CEOs as it struggled to broaden the Mac's appeal from a core user base of professional graphic designers, and released such duds as the Newton, its brick-sized personal digital assistant.

Apple's stock sank to $3.30 in July 1997, and the company reported a net loss of $708 million in its second quarter that year. Those losses came as rivals like Dell and almost every other computer company except Apple was riding the tech boom of the late 1990s.

After Jobs returned that year, Apple started releasing a string of new products, including the colorful iMacs, complete with a splashy, prime-time ad campaign. Then came the iPod, in October 2001.

Moving to MP3s

Though volumes of Macs sold have risen -- the company shipped more than a million last quarter -- the company's share of the market for computer makers has slipped to 4 percent in the U.S. and 2.3 percent globally, according to IDC.

But at the same time, Apple managed to transform itself into the premier provider of MP3

players. Analysts say this is important, because as growth in the personal computer market slows, growth in the consumer electronics space is skyrocketing.

"That's something a lot of PC makers are struggling with today and it's something Apple has done really well," said Nitin Gupta, an analyst with market research firm Yankee Group.

But Apple will face challenges as the company seeks to keep up the momentum it has built up over the last five years. For starters, Apple will have to move beyond audio to video, something it's started to do with video iPods and content sold through iTunes, according to Yankee Group's Gupta.

It will also do battle with PC makers for the control of the "digital home," a scenario where you store all your movies and music on machines in your living room.

Another trend Apple will need to heed: music over mobile phones, a market that today is limited largely to consumer downloads of ring tones. Some industry analysts say **Apple** will launch its own "**iPhone,**" since the ROKR phone from Motorola that features iTunes has been far from a smash.

But while it's developing new products Apple will need to watch profits, said Morgan of Synovus, since profits in the consumer electronics business can be lower than in computer manufacturing.

As for its flagship Macs, the company is in the midst of refreshing its entire product line to include Intel chips for the first time in its history. But whether that will help Apple gain share remains to be seen.

IDC's Daoud thinks it can. He notes that Apple grew the number of computers it sold by almost 35 percent last year, while computer sales worldwide grew just 16 percent. But for Apple to continue on its successful path, it needs to keep innovating, he added.

"The path for Apple going forward is to look beyond existing market models and anticipate demand in the long run," he said.

Sonice boom: iPods go hi-fi. Get the full story from Fortune.

Apple, Beatles face off in court. More here.

Plus: iPods get muzzled. Click here for that story.

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COOL 2 USE; THE GEAR HUNTER: Intelligent design; Since that first call, cell phones have evolved Newsday (New York) April 4, 2006 Tuesday

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HEADLINE: COOL 2 USE;
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Since that first call, cell phones have evolved

BYLINE: STEPHEN WILLIAMS

BODY:

Pity the poor cell phone that only makes phone calls.

Its days are, pardon the pun, numbered.

Need a camera? Get a cell phone.

Need a music player? A high-speed, graphics-rich entree to the World Wide Web? Word processor? Fashion statement? How about a remote to tell your TiVo to record ABC's "Lost" when you're in Kansas and the recorder is in Buffalo?

Get a cell phone.

Even futurist inventors like Samuel Morse and Alexander Graham Bell would gawk at today's colorful Pebl and groundbreaking, impossibly slim Razr phones, and probably be totally blown away by a BlackBerry. And while it may seem like only yesterday, it was, in fact, 33 years ago that Martin Cooper placed the first cell phone call from a Manhattan street corner to AT&T's Bell Labs in New Jersey on a device that weighed a little more than 2 pounds - 10 times as heavy as some of today's models.

Cooper, a Motorola visionary, said afterward, "As I walked down the street while talking on the phone, sophisticated New Yorkers gaped at the sight of someone actually moving around while making a phone call. Remember that in 1973, there weren't cordless telephones, let

alone cellular phones. I made numerous calls, including one where I crossed the street while talking to a New York radio reporter - probably one of the more dangerous things I have ever done in my life."

Sending electronic messages is taken for granted now. We send music, movies, TV shows, stock quotes, weather forecasts, Beyoncé videos and all manner of information into a handheld goodie powered by a wafer-thin battery.

Cell phones have evolved as commodities and have forced a shift in the way we communicate. But not all phones survive the hype. Last year, Motorola introduced the Rokr "iTunes," an interesting device that was derailed by a clunky design and nonintuitive controls. Rumors are rife this spring that Steve Jobs and **Apple** are readying a branded "**iPhone**" for delivery later this year.

Confirmed for delivery this summer is the TiVo/Verizon cell connection, dubbed TiVo Mobile, whereby users of Verizon's phones will be able to remotely program their TiVo digital video recorders via certain handsets.

Meanwhile, there's plenty of on-the-go goods to audition. Here are a few of them:

Motorola Pebl U6 ($299). "Only nice on the outside," squawked one user in his online critique of the Pebl, but sometimes that's enough. The onboard camera is only so-so, and the feature set predictable, but the gotta-have-it fashion factor is stupid big.

Cute as can be and pretty in pink (or black or orange or other chic shades), the Pebl is oval with soft, rounded edges and a rubbery texture - its form reminds us of Sony's "bean" MP3 player. The quick-open hinges are a model of industrial design. If there's any complaint, it's that it opens too quickly.

Did we mention phone/sound quality? It's quite good. But that pink cover . . . ?

Sony Ericcson K800 and K790 (No price announced). Introduced in February, the "Ks" are the first multimedia mobile devices to be branded "Cyber-shot" by Sony, which the company hopes will indicate they are as much camera as telephone.

In these days of massive megapixels, a camera with a 3.2-meg sensor isn't exciting, but Sony Ericcson has given these designs a shape that is shooter-friendly. The engineers also have added a sliding lens cover, a serious Xenon auto-flash and PictBridge, a feature that transfers pictures directly to a photo- capable printer by using a USB cable, avoiding the need for a PC. Decent Adobe photo-editing software also is included.

Nokia N90 (About $400 with contract).

It seems Nokia makes more phones than Hershey makes Kisses, and, as with the Kisses, everybody wants a taste. The new "twist and shoot"

T-Mobile N90 is the crème de la crème of combo phones, with photo functions, music playback and communication.

Models come with a bag of features: a 2-megapixel camera with Zeiss optics, push e-mail with text and image messaging, a 2.1-inch active matrix color display, Bluetooth connectivity, FM radio and that super-slick form factor.

Motorola Q (No price announced). The sexiest "smart phone" on the shelves, the Q is the skinny Razr design plus a keyboard and will be among the first phones to run Microsoft Windows Mobile OS, for advanced Web communicating.

At less than a half-inch thin, the

Q is set to ship "shortly," according

to Motorola. It is a business tool first, but with stereo speakers, a landscape-oriented display with a QVGA resolution of 320 x 240 pixels and battery life that's supposed to offer up to 200 minutes of talk time, the Q is an across-the-board grabber.

Tracking suspects' phones

The ping's the thing.

Even when a cell phone's not making or receiving a call, its position is being constantly tracked.

That's because the devices contain what are essentially small radio transmitters that continuously broadcast, or ping, their location to the phone's service provider network.

Technology allows the phone's position to be "triangulated" to within 300 yards of its location, based on signals received from the phone by nearby cell phone towers or masts.

Recently, federal judges in New York and Maryland denied requests by the FBI to obtain location-tracking information that would have revealed the movements of a cell phone owner. The justices in those cases wrote that the law enforcement authorities must show evidence of criminality or wrongdoing to have such tracking requests granted.

However, New York City police officials said they were able to obtain evidence, based on tracking the location of a cell phone, that allegedly placed a murder suspect near the scene of the crime in Brooklyn.

GRAPHIC: PHOTOS - 1) Motorola Pebl U6; 2) Sony Ericcson K800 and K790; 3) Nokia N90; 4) Motorola Q; 5) Photo by Erin Lubin - Hold the phone. Martin Cooper, inventor of the cell phone, with the devie he used 33 years ago yesterday to make the first call. His wife and partner, Arlene Harris displays the newest design, the Jitterbug, simplified for older consumers. (A30NS; A32 C)

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Apple stock hits new high on analyst optimism over iPod, possible iPhone Associated Press Financial Wire November 21, 2006 Tuesday 8:16 PM GMT

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November 21, 2006 Tuesday 8:16 PM GMT

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HEADLINE: Apple stock hits new high on analyst optimism over iPod, possible iPhone

DATELINE: SAN FRANCISCO

BODY:

Apple Computer Inc. rose to a new all-time high Tuesday as investors got behind the company's stock following some recent analyst speculation about iPod sales in the holiday season, along with the belief that Apple is close to getting into the mobile-phone market.

Shares of Apple rose $1.66, or 1.9 percent, to $88.14 in afternoon trading on the Nasdaq Stock Market. Shares traded as high as $88.40, above the previous high of $87 reached Monday.

While the Cupertino, Calif.-based company is typically tightlipped about its next round of products, some analysts believe that **Apple** will soon unveil the "**iPhone,**" which will be the first **Apple**-branded mobile phone. The **iPhone** is said to include the iTunes music-playing technology and instant-messaging capabilities.

Shaw Wu of American Technology Research wrote in a note that any iPhone remains in the development phase, and it's not possible to gauge when Apple might release such a device, or with whom the company is partnering with to make the iPhone a reality.

Wu also said that he expects Apple to sell 14 million iPods in its current fiscal quarter. Such results would be in line with its sales figures in the same period a year ago.

Apple typically uses company events to announce new product releases, and will likely use the annual San Francisco MacWorld Expo in January to debut its next devices.

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Is the iPhone iFact or iFiction? Northeast Pennsylvania Business Journal December 2006

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HEADLINE: Is the iPhone iFact or iFiction?

BYLINE: Ohrman, Andrew

BODY:

Rumors and speculation have abounded in blogs and Web sites about whether Apple Computer is developing its own specialized version of a cell phone unofficially coined the "**iPhone.**"

Because of Apple's legendary creative product development, which produced the omnipresent iPod and Mac computer, there is an intense curiosity as to whether Apple might reinvent the cell phone.

An extremely interesting theory posted by a blogger simply identified as "Jonathan" reads, "Apple's quietly preparing something huge ... I think we're about to see the iPod become the iPhone ... Dynamic content that reaches you wherever you are ... Bluetooth and an always-connected 'modem' service that will connect your iPod (and probably your iMac, your laptop, your Desktop Mac) to iTunes (to start with) and to the 'Net, 24 hours a day, seven days a week."

With these kinds of technologies, the iPhone could go far beyond just a voice communication device or music player. It could become a consumer/merchant interface that detects special services related to special offers. For instance, a person walks into an airport and a phone call or text message announces, "You have just received a free song of your choosing from Apple's online music service, iTunes, and if you rent your car from "xyz" you'll get even more free songs."

The anonymous blogger Jonathan adds, "Imagine never having to worry about having a network connection ever again. Your MacBook Pro (laptop) would have a connection just like Verizon's VZAccess solution, which is essentially a card connecting you to their mobile data network. Add a Vonage or Skype-type solution and you you'll be VoIPing your way happily, regardless of the Apple device you use. Always connected means Apple gets a hold of you 24

hours a day to feed you content of all kinds and to market you to death (gently and with style of course)."

(www.amphetamene/?p=892)

What about the outside of the iPhone?

It doesn't take a rocket scientist to conclude that **Apple,** if it is indeed working on the **iPhone,** will provide a slick stylish look and feel that should include a true full-feature camera.

Bloggers imagine the camera would have a sharp optical lens with several magnifications, high pixel count, and a way to conveniently move photos to a PC, Mac or other Internet services. Put it all together and Apple could be to cell phones what it is to the iPod and online music.

What are the clues to as to **Apple's** intentions?

IPhone.org has been registered by **Apple** for years, along with many others domains. Apple recently registered to sell mobile phones and mobile service and has filed for a trademark for the phrase "Mobile Me."

Reuters reported, "The areas that the trademark covers include computing devices, mobile devices, and mobile services including digital music, video, games, e-mail, and messaging across Internet, intranets, extranets, television, cellular, and satellite networks, the filing shows. PortalPlayer, the manufacturer of controller chips for various iPod models has established two strategic partnersnips: One with a Bluetooth technology company and another with a firm that manufactures "modems" that keep you connected to the Internet via mobile networks 24 hours a day."

Not everyone in the blogsphere agrees with Jonathan's prediction of an iPhone cell phone. Another blogger stated: "You are all wrong. The market for cellphones is overcrowded and even a major player like Sony Ericsson has problems keeping up. You need to release 10 to 20 new models each year. Nokia is releasing 40 to 50 each year. If you snooze, you loose.

Steve jobs knows this is a race he can't win. Sure, Apple can make one or two good phones, but it doesn't have the money, stamina or knowledge to keep up with Nokia, SonyEricsson, Motorola, LG, Samsung, Huwei..."

When an Apple spokesman was asked for comment on **iPhone** speculation, it was made clear that **Apple** never comments on any new products before they are released. Is there already an iPhone' out there?

As controversial as the so called "iPhone" has been, lost in the speculative fray is the fact that Apple has already released a version of a cell phone capable of playing iTunes songs known as the Rokr, seen at left.

Though the phone is designed and produced by Motorola, it represents Apple's sojourn into cell phone territory. Steve Jobs of Apple introduced this phone back in September of 2005, and Cingular will soon provide service for the phone. The p

hone's memory holds a dissappointing 100 songs but, on the positive side, it does have built-in dual-stereo speakers and external stereo headphones along with a decent camera all for a cost of around $200.

Because the Rokr is more like a typical Motorola, phone with shoehorned iTune software, it

doesn't come close to qualifying as the stylish and multifunctional iPhone of folk lore and hopeful expectation.

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