

SMARTPHONES

C@CM Group Presentation



What Is a Smartphone?

- The term "Smartphone" is a rather loose term, merely creating a distinction between "regular" phones and mobile phones which support operating systems and have advanced capabilities such as word processing, email and internet access, etc.
- Smartphones also allow the use of applications.

Who makes Smartphones?

- Sony, Blackberry, Motorola, T-Mobile, Nokia, Apple.
- The Blackberry, produced by RIM, reached 8 million devices sold in 2007.
- The Apple iPhone ranks highest in Business Customer Satisfaction among wireless smartphone users, according to J.D. Power and Associates.

Smartphone History

- The first smartphone was released to the public in 1993. Produce by IBM, the Simon included a touch-screen, email access, fax sending and receiving, among other features.
- Today, the Simon would be a low-end Smartphone.
- The Blackberry was the first Smartphone to allow wireless email access.
- The latest model of the Apple iPhone includes 3 GB of memory, and applications such as Poll Tracker '08, Ocarina, and Graphing Calculator

Pros

- Smartphones allow people to stay connected to the internet wherever they go.
- They allow everyone from businessmen to college students to write up a quick Word document, relax by playing a quick game of solitaire, or conveniently check their email

Cons

- According to www.bmj.com, a driver's use of a mobile phone up to 10 minutes before a crash was associated with a fourfold increased likelihood of crashing
- Smartphones do not have the processing capabilities of regular computers.
- Applications on Smartphones are not as powerful or as easy to use as their desktop counterparts.