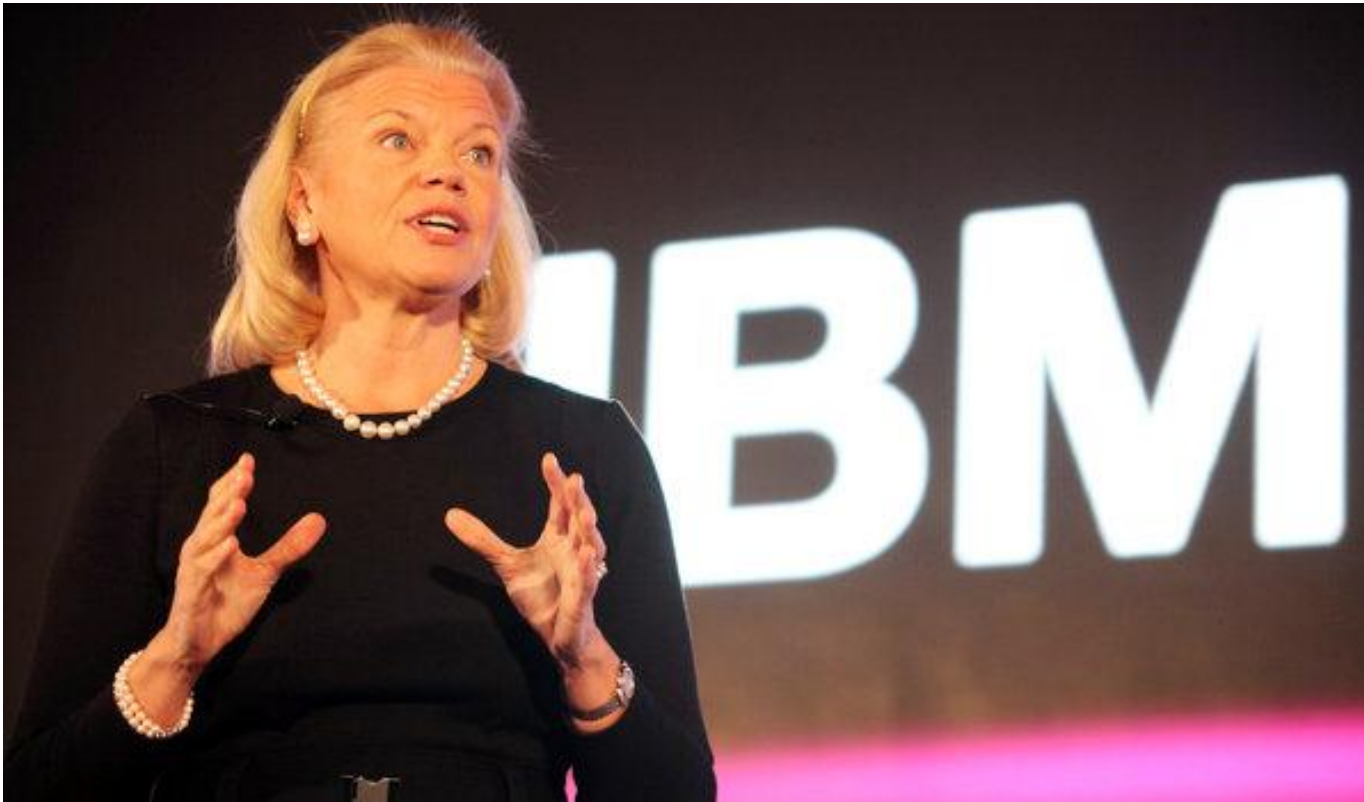


New IBM CEO Virginia Rometty



CEO Position starts January 2012



iPhone 4s

Peter Hirsch

What is an iPhone?

- ▶ It is a Cell Phone (of course)
- ▶ It is a Video Conferencing Phone
- ▶ It is a Digital HD Camera (Photos and Videos)
- ▶ It is a MP3 Player (Music Player)
- ▶ It is a Digital Radio
- ▶ It is a Digital Alarm Clock or Digital Clock
- ▶ It is a Weather Station
- ▶ It is a Digital Newspaper
- ▶ It is a Digital Book
- ▶ It is a Notepad
 - Text or Voice
- ▶ It is a Computer
- ▶ It is a Calculator
 - 4 Function or Scientific
- ▶ It is a Calendar
- ▶ It is a Message Center
- ▶ It is a Gaming Device
- ▶ It can answer questions
- ▶ It can be a flashlight
- ▶ It can be a GPS Receiver

It is portable

It can fit into a pocket

Useful Links to Information

▶ iPhone

- Basic Information
- Specifications
- Features
- Built-In Apps
- Operating System (iOS)
- iCloud
- Tips
- 500,000 Apps
- TiPb User Guide
 - TiPb Tips
 - iOS 5 Features



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iPhone Primary Carriers in the US

- ▶ Verizon Wireless
- ▶ AT&T
- ▶ Sprint
- ▶ Which one is best?
 - [CNET reviews the Wireless Carriers Prices and Services](#)
 - Expect to pay about \$100/month
 - Check individual plans and family plans
 - Verizon has the most reliable service
 - AT&T has the fastest network and an unlocked phone
 - Sprint has unlimited data

iPhone 4s Features

- Dual core A5 processor chip
- High Resolution Camera
 - 8 Megapixels
 - 1080p HD Video
- iCloud
- Siri – Voice Input and understanding
- iOS 5
- Retina Display
- Facetime
- iMessage



Choices in iPhones 4s

- ▶ Two colors
 - Black or White
- ▶ Three Memory Sizes
 - 16GB \$200.00
 - 32GB \$300.00
 - 64GB \$400.00

iPhone External Buttons and Controls

External Buttons and Controls

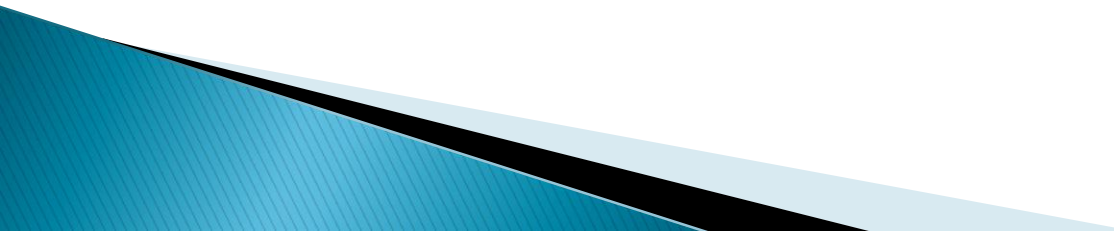


Connectors and Input/Output



Bluetooth connection
3G Phone connection

iPhone Sensors

- ▶ Three-axis gyro
 - ▶ Accelerometer
 - ▶ Proximity sensor
 - ▶ Ambient light sensor
 - ▶ (GPS sensors built into cell phone chip)
- 

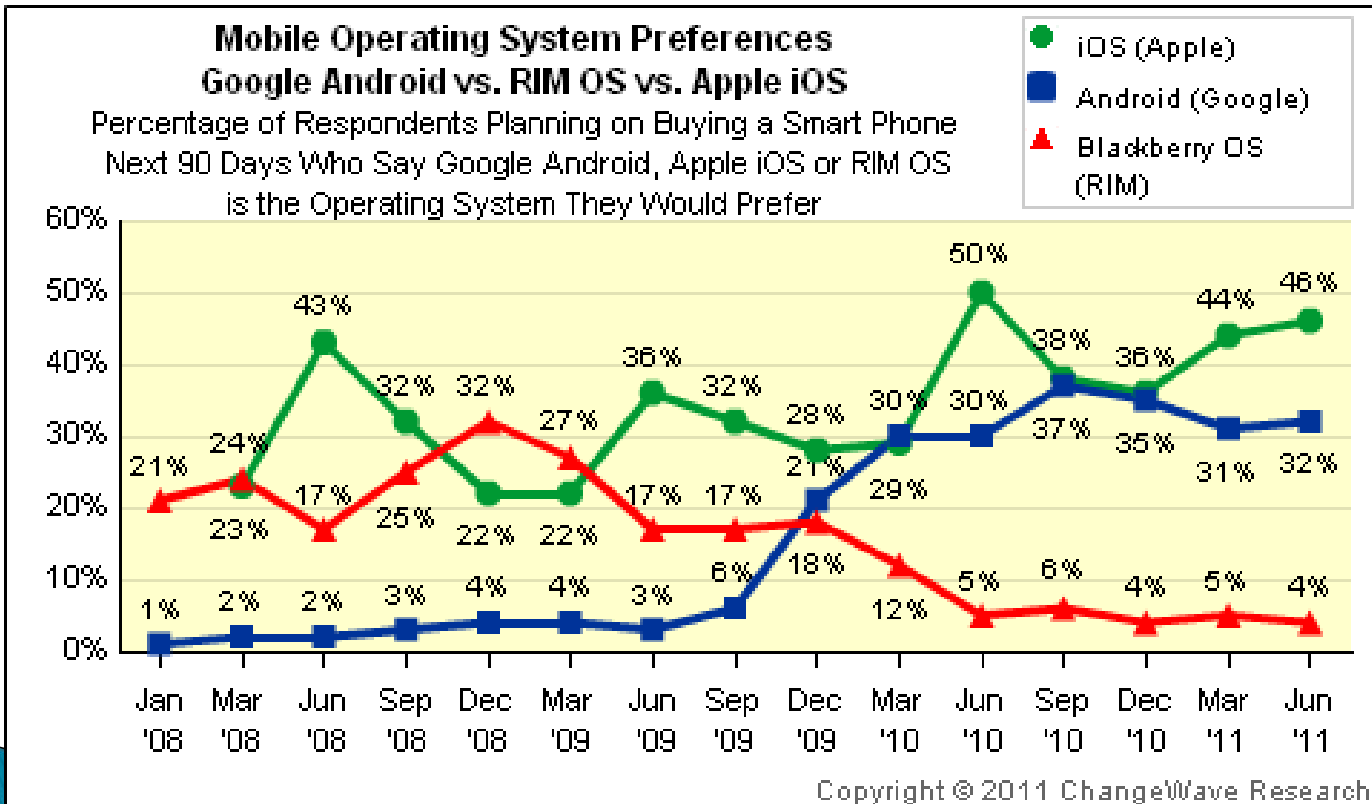
iPhone

▶ In the Box

- iPhone 4S
- Apple Earphones with Remote and Mic
- Dock Connector to USB Cable
- USB Power Adapter – AC Plug
- Documentation

Cell Phone Statistics

- ▶ 4 Million iPhone 4s sold in the first few days
- ▶ 234 Million cell phones in the US
- ▶ 87 Million Smart Phones



Share of smart cell phone Market Nov 2011

- Android 44.8%
- Apple iOS 27.4%
- RIM 18.9%
- Microsoft 5.6%

iPhone Apps

- ▶ 500,000 Apps
 - NY Times
 - Pandora (Radio)
 - Google Calendar/Gmail
 - FlightAware
 - Where?
 - Angry Birds
 - ESPN
 - Cards (Greeting Cards)
 - ShopSavvy
 - QuickOffice



iPhone Apps (cont.)

- ▶ Dropbox
- ▶ QR Reader
- ▶ My Verizon
- ▶ Skype WiFi
- ▶ Flashlight
- ▶ iHandy Alarm Clock
- ▶ Compass
- ▶ Find Phone
- ▶ Voice Memos
- ▶ Reminders
- ▶ Weather
- ▶ Blue Car (Car Finder)

- ▶ Tripit
- ▶ Equ(alizer)
- ▶ Instagram
- ▶ Google News
- ▶ Google Earth
- ▶ Skype (WiFi)
- ▶ Twitter
- ▶ Gmail
- ▶ Level
- ▶ Photo+
- ▶ RTM



iPhone 4s Siri

iPhone 4s



- ▶ Siri is the intelligent personal assistant that helps you get things done just by asking
- ▶ Siri works only with the following Apps



Phone



FaceTime



Music



Mail



Messages



Calendar



Reminders



Notes



Contacts



Weather



Stocks



Web Search



Find My Friends



Alarms, World Clock
and Timer



Wolfram|Alpha
(English only)

Wikipedia search

Siri can also assist you using these apps and services in the U.S. in English:

- Maps
- Local search with Yelp!

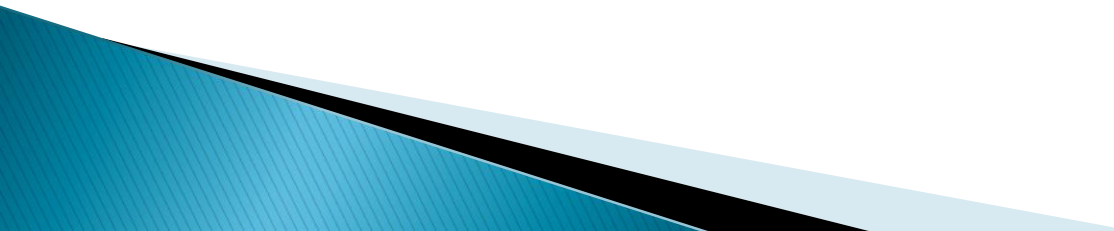
iPhone 4s Siri

Some Examples:


- ▶ Call Ralph
- ▶ Tell Susan I'll be right there
- ▶ Set up a meeting at 9
- ▶ Remind me to call mom
- ▶ How do I get home
- ▶ Email Lisa about the trip
- ▶ What is the weather for today
- ▶ What is IBM's stock price
- ▶ What is Ralph's address
- ▶ Where's Jason
- ▶ Note that I spent \$12 on Lunch
- ▶ Search the web for Bora Bora
- ▶ How Many calories in a bagel



iPhone as a Camera

- ▶ 8-megapixel camera
 - ▶ Autofocus
 - ▶ Tap to focus
 - ▶ Face detection in still images
 - ▶ LED flash
 - ▶ Video recording, HD (1080p) up to 30 frames per second with audio
 - ▶ Video stabilization
 - ▶ Front camera with VGA-quality photos and video at up to 30 frames per second
 - ▶ Photo and video geotagging
- 

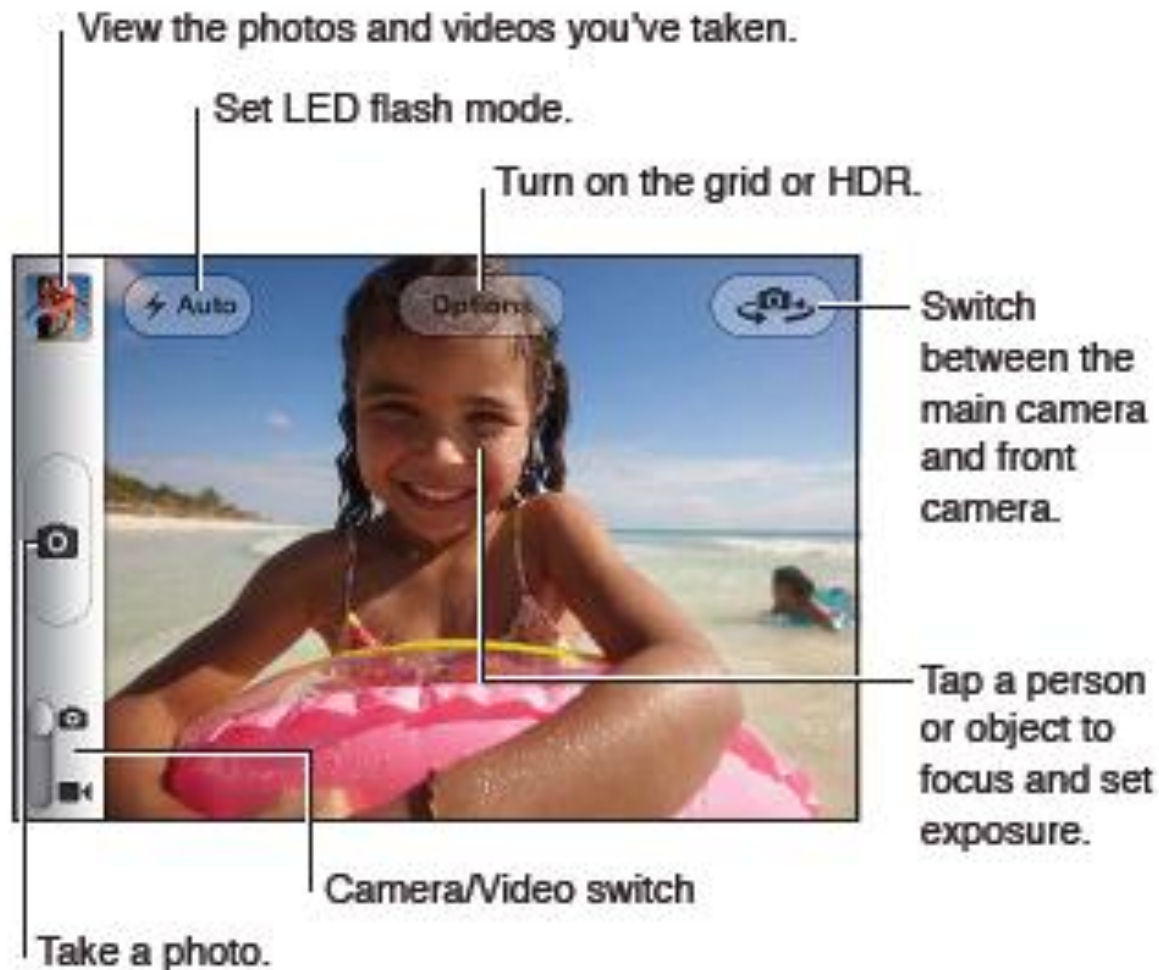
iPhone as a Camera

Zoom in or out	Pinch the screen (main camera, in camera mode only).
Turn on the grid	Tap Options.
Set focus and exposure	Tap the person or object on the screen. (Face detection is turned off for the shot.)
Lock the focus and exposure	Touch and hold the screen until the rectangle pulses. AE/AF Lock appears on the screen, and the focus and exposure remain locked until you tap the screen again.
Take a screenshot	Press and release the On/Off button and the Home button  at the same time. The screenshot is added to your Camera Roll album.

High Dynamic Range option (HDR)

Uses **exposure bracketing**, and then merging them into an HDR image

iPhone as a Camera



Reminders on your iPhone

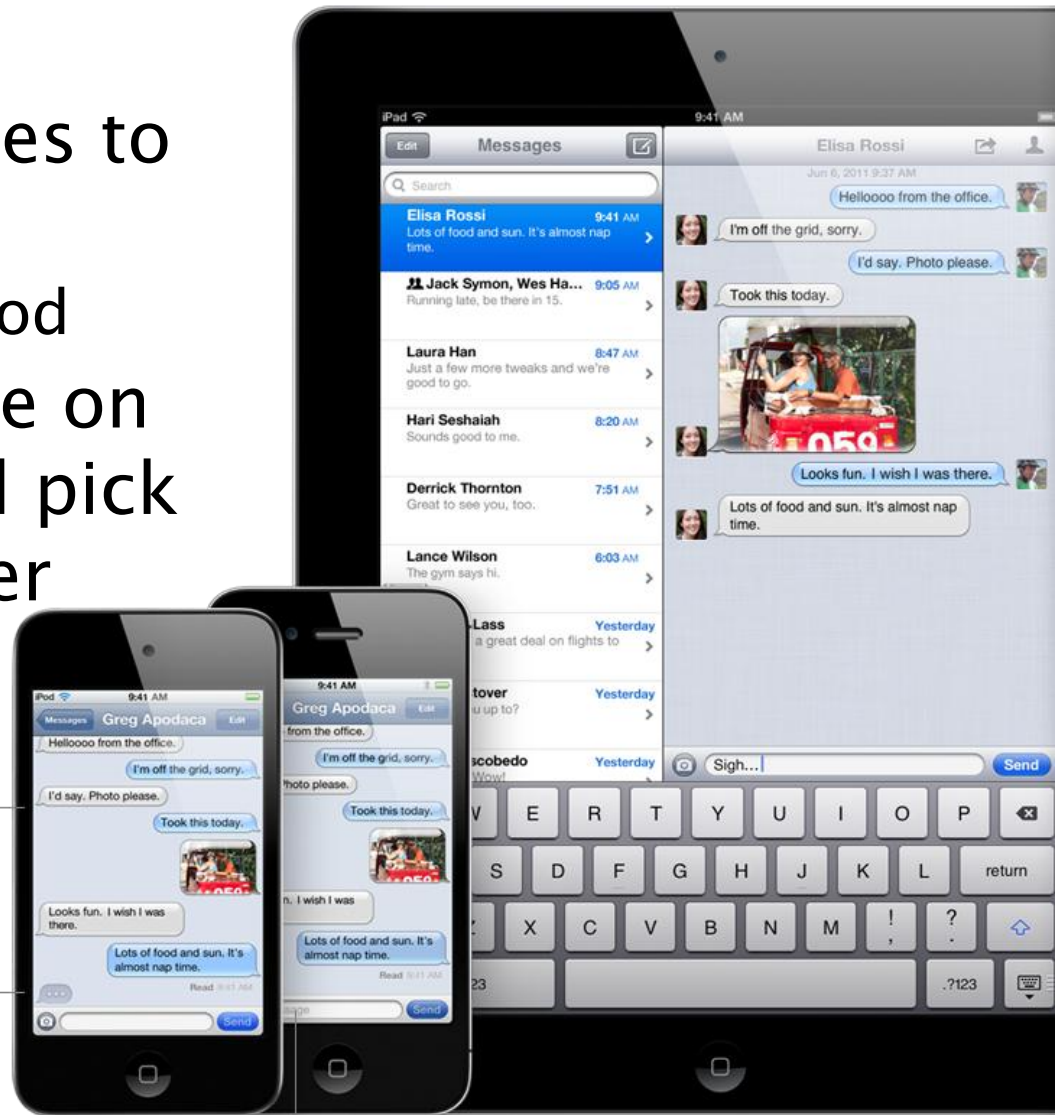


Weather on your iPhone



iMessage

- ▶ Create messages to any iOS5 user
 - iPhone, iPad, iPod
- ▶ Start a message on one device and pick it up on another device
- ▶ Use WiFi or 3G


















iOS Apps

- ▶ Apps normally do not close when ended
 - To close an App
 - Double click your home button to bring up the most recent apps
 - Press and hold on one of the apps until they start shaking
 - Hit the red “-” to close the App
- ▶ To Move or Delete an App
 - Press and hold on one of the Apps until they start shaking
 - You can now move an App by sliding it to a new position or screen
 - You can select the red “x” to remove the App
 - Select the Home button to stop the shaking

iOS App Hints













- ▶ Select the Home button to switch to a new App
- ▶ Safari (Apple Web Browser)
 - It is helpful to create some common bookmarks you will need
 - Such as Google, your mail etc.

iOS Common Buttons

Button	Name	Meaning
	Action	Open an action sheet that allows users to take an application-specific action
	Camera	Open an action sheet that displays a photo picker in camera mode
	Compose	Open a new message view in edit mode
	Bookmarks	Show application-specific bookmarks
	Search	Display a search field
	Add	Create a new item
	Trash	Delete current item
	Organize	Move or route an item to a destination within the application, such as a folder
	Reply	Send or route an item to another location
	Stop	Stop current process or task
	Refresh	Refresh contents (use only when necessary; otherwise, refresh automatically)
	Play	Begin media playback or slides
	FastForward	Fast forward through media playback or slides
	Pause	Pause media playback or slides (note that this implies context preservation)
	Rewind	Move backwards through media playback or slides







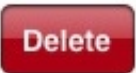
Common iOS buttons in the tab bar

Table 7-4 Standard icons for use in the tabs of a tab bar

Icon	Name	Meaning
	Bookmarks	Show application-specific bookmarks
	Contacts	Show contacts
	Downloads	Show downloads
	Favorites	Show user-determined favorites
	Featured	Show content featured by the application
	History	Show history of user actions
	More	Show additional tab bar items
	MostRecent	Show the most recent item
	MostViewed	Show items most popular with all users
	Recents	Show the items accessed by the user within an application-defined period
	Search	Enter a search mode
	TopRated	Show the highest-rated items, as determined by the user

iOS Table Buttons

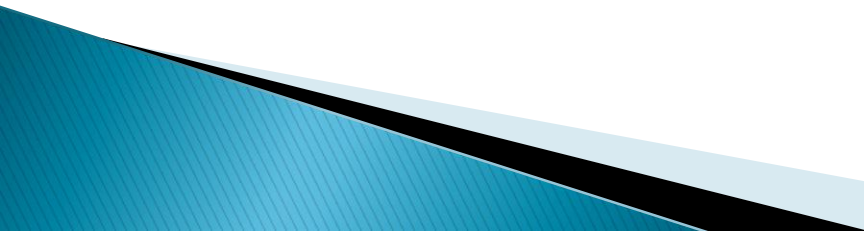
Table 7-1 Table-view elements

Element	Name	Description
	Checkmark	Indicates that the row is selected
	Disclosure indicator	Displays another table associated with the row
	Detail disclosure button	Displays additional details about the row in a new view (for information on how to use this element outside of a table, see “Detail Disclosure Button”)
	Row reorder	Indicates that the row can be dragged to another location in the table
	Row insert	Adds a new row to the table
	Delete button control	In an editing context, reveals and hides the Delete button for a row
	Delete button	Deletes the row

iPhone 4s Issues

- ▶ Keyboard too small for large fingers
 - Better
 - Stylus
 - Bluetooth keyboard
- ▶ Screen text can be too small
 - Enlarge page using two finger gesture
- ▶ Large amount of learning
 - New device and new operating system
 - Takes some time to learn as with any new device
- ▶ Siri cannot interact with non-Apple apps
 - An App interface to Siri may come in the future

iPhone 4s Issues (cont.)

- ▶ Some keys are missing on the keyboard
 - Cursor Key
 - Esc Key
 - Tab Keys
 - Function Keys such as PF1 for Help
 - ▶ No Mouse
 - ▶ Siri is only available in English, French and German languages
 - ▶ Siri has had a number of outages and is a beta version
 - ▶ Battery does not last all day. Improved with iOS update
- 

iPhone 4s

- ▶ Overall excellent smart phone
 - ▶ Lots of functionality
 - ▶ It is like a Swiss army knife of cell phones
 - ▶ Powerful processor
 - ▶ Excellent Camera
 - ▶ Powerful Siri voice interface with understanding
 - ▶ A computer in your pocket
 - ▶ David Progue "Show and Tell"
- 