

BEASTS FROM THE LAIR

This has been an amazing month for **technology**, for three amazing devices have come onboard, though there is much grief over the passing of **Jobs**, but still **life** goes on and so does technology. **Shabbir Akhtar** reports on three **game** changing phones that have been launched recently.

The month of October has been sad and gloomy with the death of a visionary, entrepreneur, innovator, technologist and marketer – Steve Jobs. Yet, it is a month that every technologist would love to relive. Three beasts have come out of their lairs and now look upon the world, as everyone stands awestruck -- iPhone 4S, Droid RAZR and Galaxy Nexus.

There were many situations during the month which portrayed a completely different picture than the one that we are seeing now. Two such notable situations are the announcement of the iPhone 4S instead of the iPhone 5 and Google-Samsung calling off their “UNPACKED” event, out of respect for Steve Jobs. But, in the end all went well as Apple showed what the iPhone 4S is ‘Siri’-ously capable of, Samsung announced the Galaxy Nexus running on the much-anticipated Android 4.0 Ice Cream Sandwich and finally, Motorola revived the RAZR brand with Droid RAZR which combines the power of the Droid with the iconic slimness of the RAZR.

iPhone 4S

Apple sent out a press release that pre-orders for the new device topped 1 million in 24 hours, which broke the previous single-day record of 600,000 for the iPhone 4. So, what gives iPhone 4S the edge over its predecessor, though the two devices look exactly alike? Firstly, the iPhone 4S allows you to have your own personal assistant -- Siri. Want to find nearby restaurants, know the traffic conditions, get directions to destinations, dictate notes which get transcribed, check for conflicting meetings in the calendar? Siri would allow you to do them all. All you got to do is ask. Next up is the camera that comes with an 8-megapixel sensor and can capture video at 1080p HD. The camera of the iPhone has always got terrific reviews but, the camera of the iPhone 4S sets a new benchmark with the most advanced optics of any phone.

The new generation iPhone runs on the all new iOS 5 and is powered by Apple’s custom 800MHz dual-core A5 chip, making it faster and more powerful than its predecessors.

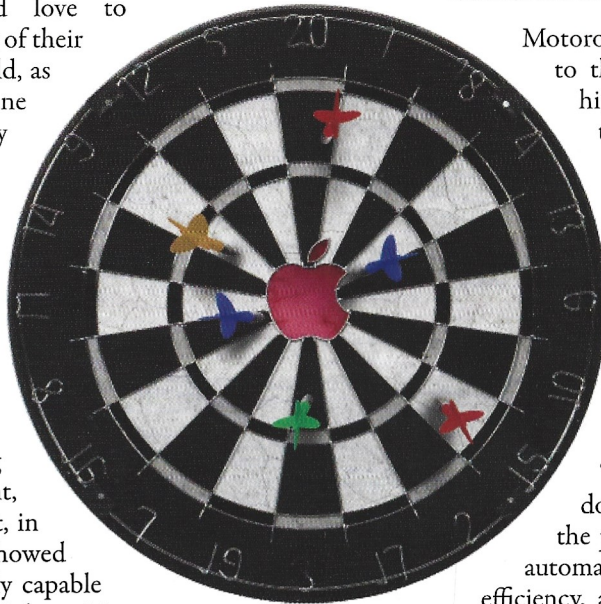
Droid RAZR

Motorola had released a teaser video, prior to the announcement of the device, highlighting its core features – faster, thinner, smarter, and stronger. The device is indeed what Motorola proclaims it to be. What makes the new 4G-LTE enabled Droid faster is its 1.2 GHz dual-core processor and 1 GB RAM. The Android 2.3.5 Gingerbread OS it runs makes it smarter along with the apps that are provided by Motorola – ‘Quickoffice’ for documents, ‘Motocast’ for streaming or downloading media from the PC to the phone, a ‘Smart Actions’ app that automates tasks and optimizes battery efficiency, and the ‘Webtop’ app that turns

the phone into a portable PC by docking it into a Lapdock 100 or HD Station. Motorola is well known for the cutting-edge visuals that it brings to its devices and the 7.1mm thin RAZR is no different. But, just because it’s thin doesn’t make it fragile. The flagship device from Motorola has been made with KEVLAR fibre for strength. It doesn’t end there; the Droid RAZR also features a 4.3-inch hyper-vibrant Super AMOLED display which has the capability of dishing out images and videos in HD resolution and an 8-megapixel rear-facing camera with 1080p HD video capture and image stabilization technology.

Galaxy Nexus

The Android fan boys can continue partying – Google has finally launched the Android 4.0 Ice Cream Sandwich OS. And, this announcement comes with the launch of the Galaxy Nexus, the next generation of the flagship Nexus series from Google in partnership with Samsung. The Nexus Prime, as it is also called, is bigger, faster and more powerful than its predecessor. The device features a 4.65-inch Super AMOLED 720p display and is the largest on any phone. The



next generation Nexus is also powered by a dual core 1.2 GHz processor and is 4G-LTE enabled, making the phone much smoother. Though the phone has a 5-megapixel camera, it has zero shutter lag and takes low-light photos, stitches together images into seamless panorama and captures 1080p, time-lapsed video. What differentiates the new Galaxy from its predecessors is the OS which now allows you to operate your phone with gestures. The core Android apps have been overhauled. As promised, the phone provides a 'pure Google' experience and has Gmail, Google calendar and Google+ integrated into the OS. Finally, it's your face that will unlock the phone, as facial recognition has replaced the traditional pass code.

So, which specs are better? It's difficult to say without actually using all the devices. All of them bring to the table, features that are hard to ignore. If the Galaxy Prime has the biggest display at 4.65-inch, the iPhone 4S has Siri which gives you a personal assistant and the Droid RAZR provides a visual pleasure with its 7.1mm thickness and Kevlar-protected body. All these devices will take some time to reach India so, its time you start deciding what will be your next power device.

As a marketer with a technical bent of mind -- marketer by profession, technologist by passion -- Shabbir follows the tech and web ecosystem closely to integrate the developments with traditional marketing. Follow him on Twitter @strategian."



Website of the month

Do you like collecting photographs but have been missing the fun as world goes digital? Then Pinterest is what you have been looking for -- a digital pinboard for things you love collecting. To put it in different words, it is a bookmarking site that allows you to save images from any website. Using the site is very simple. You can create any list you want and then start filling them by collecting images from around the web. Pinterest allows you to follow other users and their lists and also provides options to 'repin', 'like' and 'comment' on other users' images. The website is currently under beta and you need to "request an invite" to be able to use it.

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