

The 411 on the iPhone



Rob Walch

The iPhone 4 Antenna Song

The 411 on the iPhone



~~3G~~

S
iPad

iPhone 4

Rob Walch



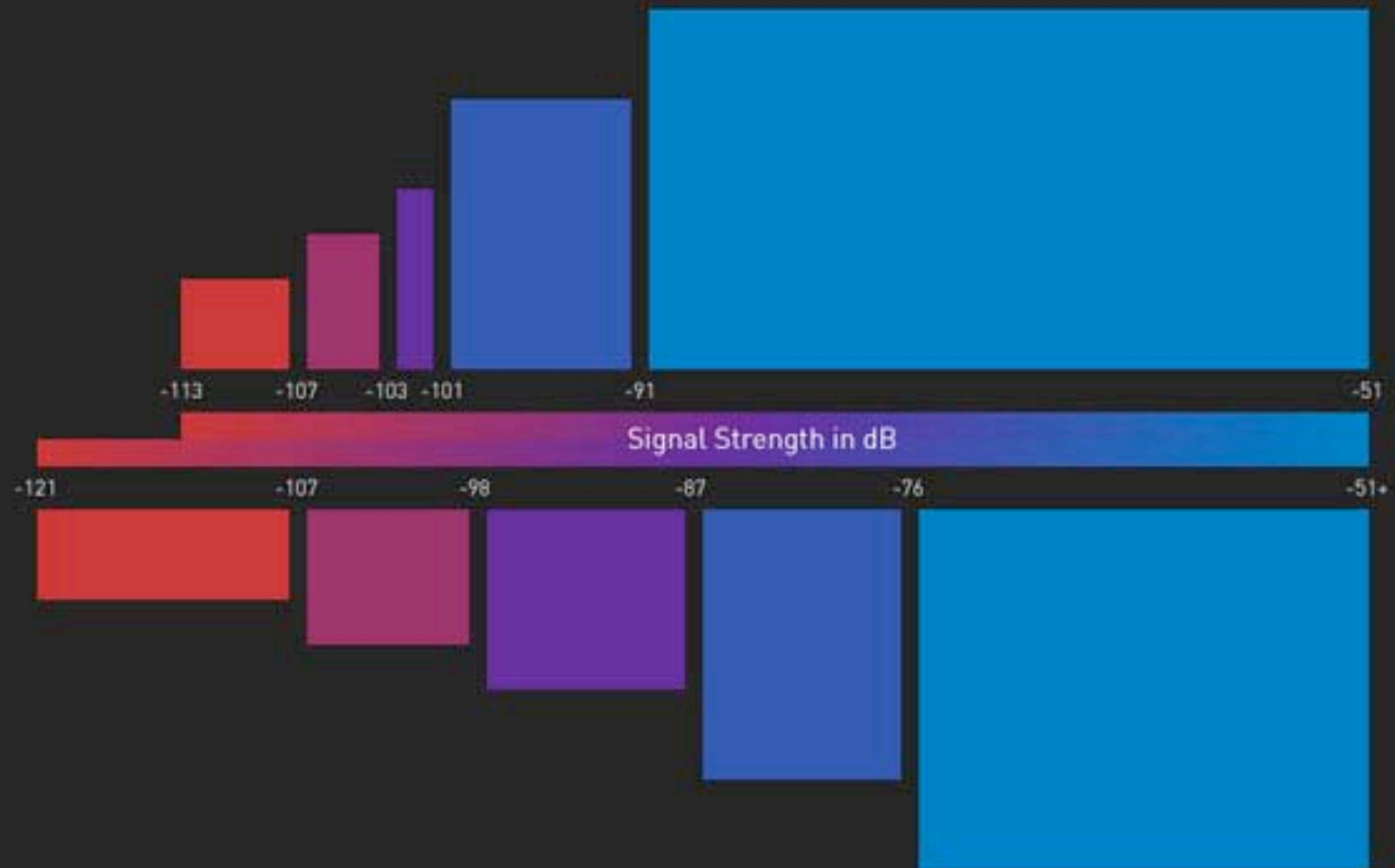


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Trilogy M
HD Chanr

AntennaGate

iOS 4 Bars to Signal Strength Mapping

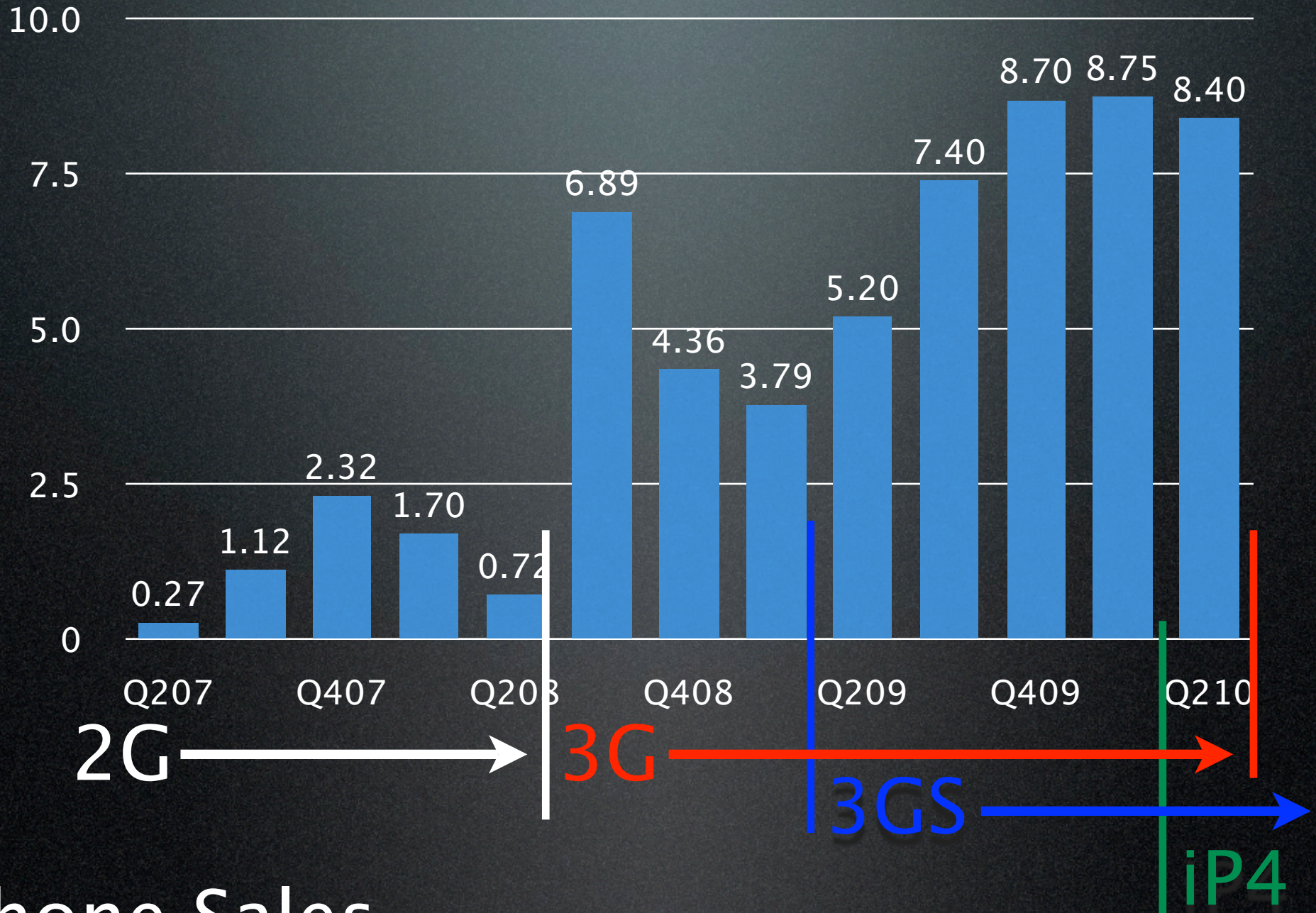


iOS 4.1 Bars to Signal Strength Mapping



**Over 1.7 Million
iPhone 4's sold
the first 3 days**

Millions of Units Sold



iPhone Sales

Millions of Units Sold



iPhone Sales



What was/is New

3GS

iPhone 4

- 600 MHz
- 256 MB ram
- 32 GB storage
- Faster 3G
- 3M Pixel Autofocus
- Video Recording
- Compass

- 1 GHz
- 512 MB ram
- 32 GB storage
- Even Faster 3G
- 5M Pixel Autofocus
- LED Flash
- Front Facing Camera
- Retina Display >320 ppi
- Gyroscope

iPhone 3GS / iP4 Bingo Results

	Video Recording & Editing	1.5 X Battery Life	Native iChat / Video conferencing	600 MHZ Processor	32 GB iPhone
3GS	Glowing Apple Logo	Magnetometer (Compass)	Rubberized Backing	256 MB RAM	Adobe Flash Support
iP4	REAL App Management	July 24th Launch	FREE 	Multi-Color iPhone	Home Screen Customization
NO	FM Transmitter	Apps can run in Background	5 MP Autofocus Camera	July 17th Launch	FM Receiver
	OLED Screen	Front Facing Camera	512 MB RAM	Multiple Models	3.20 MP Autofocus Camera

What was/is New

iOS 3.x

- Copy and Paste
- Unlimited Apps installed
- Tethering
- MMS
- Video Editing
- Push Notification
- Spotlight (Search)
- Voice Memo App
- Shake to undo
- Voice Control

iOS 4.x

- Multitasking
- Folders
- Tethering - Really
- Face Time
- HD Video Recording
- iBooks
- iAds
- Bluetooth Keyboard
- Unified Mailbox
- 5x Digital Zoom



New Camera





iPhone 4 Video



3rd Party App - Video Zoom





Antennn-aid

Apple made a boo-boo. Make it all better.



[Buy Antennn-aid](#)



Precision Engineered

Antennn-aid is a custom sized vinyl sticker for your iPhone 4. When placed over the lower left corner of the antenna it may improve signal performance*

Magical

Works like magical.

Revolutionary

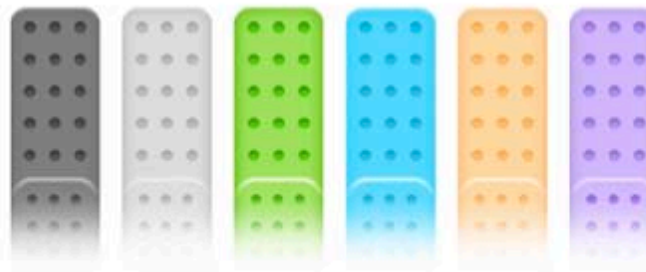
Ben Franklin would approve.

Sticky

World-class adhesion.

Colorful

Colors you can see with the human retina.



6-pack for **\$4.99** +shipping



iPad

**Global Tablet
Sales 2009:
1.3 Mil**

**iPad Sales for
3 Months in
5 countries:
3.27 Mil**



iPhone Accessories



Mophie - Jucie Pack

iPhone Accessories



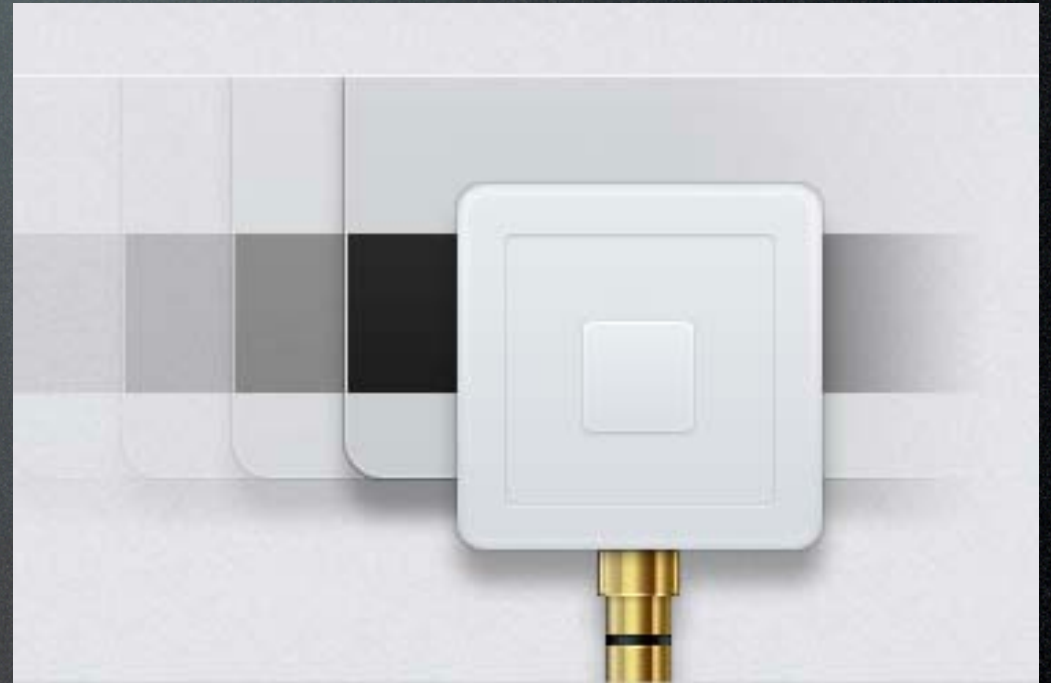
OWLE Bubo

iPhone Accessories



RedEye - Mini

iPhone Accessories



Square

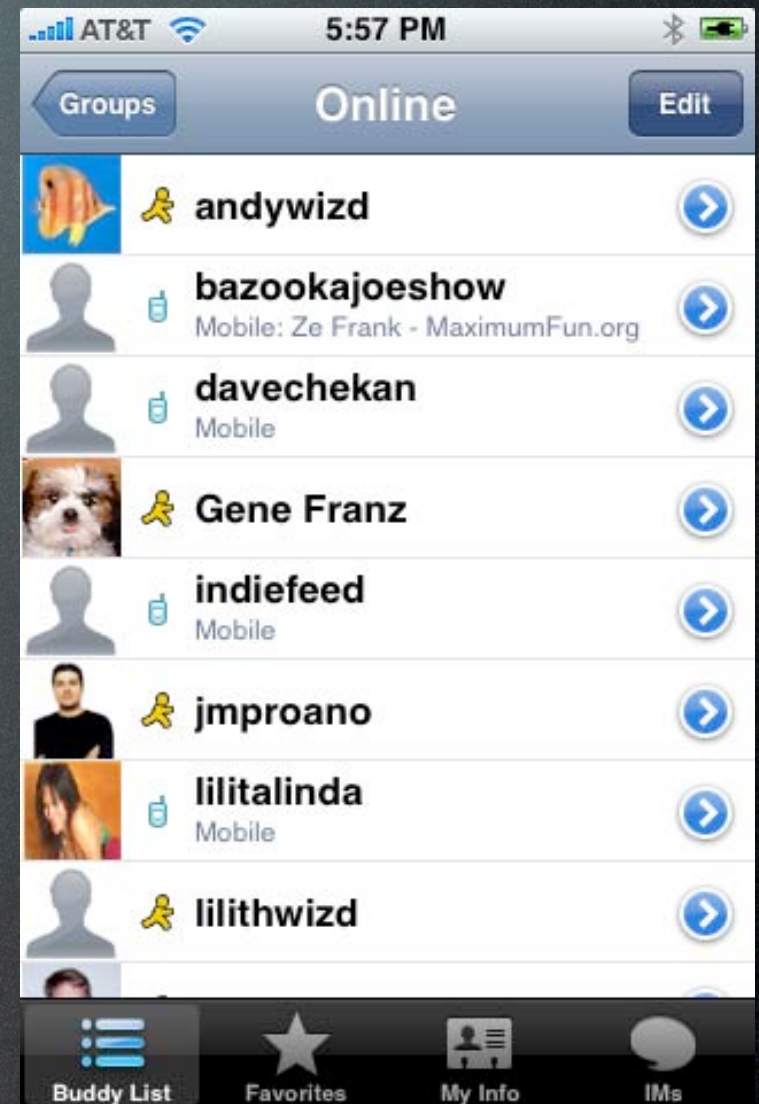
iPhone App Store



iPhone Apps

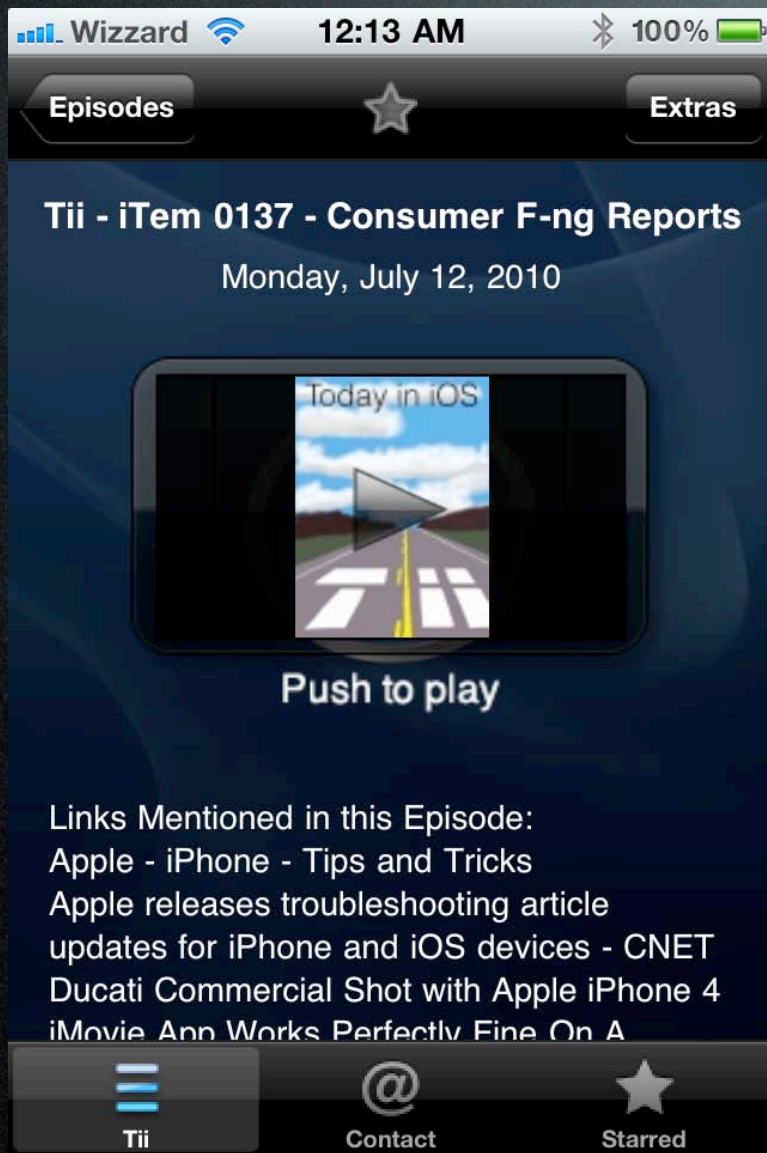


Twitterrific

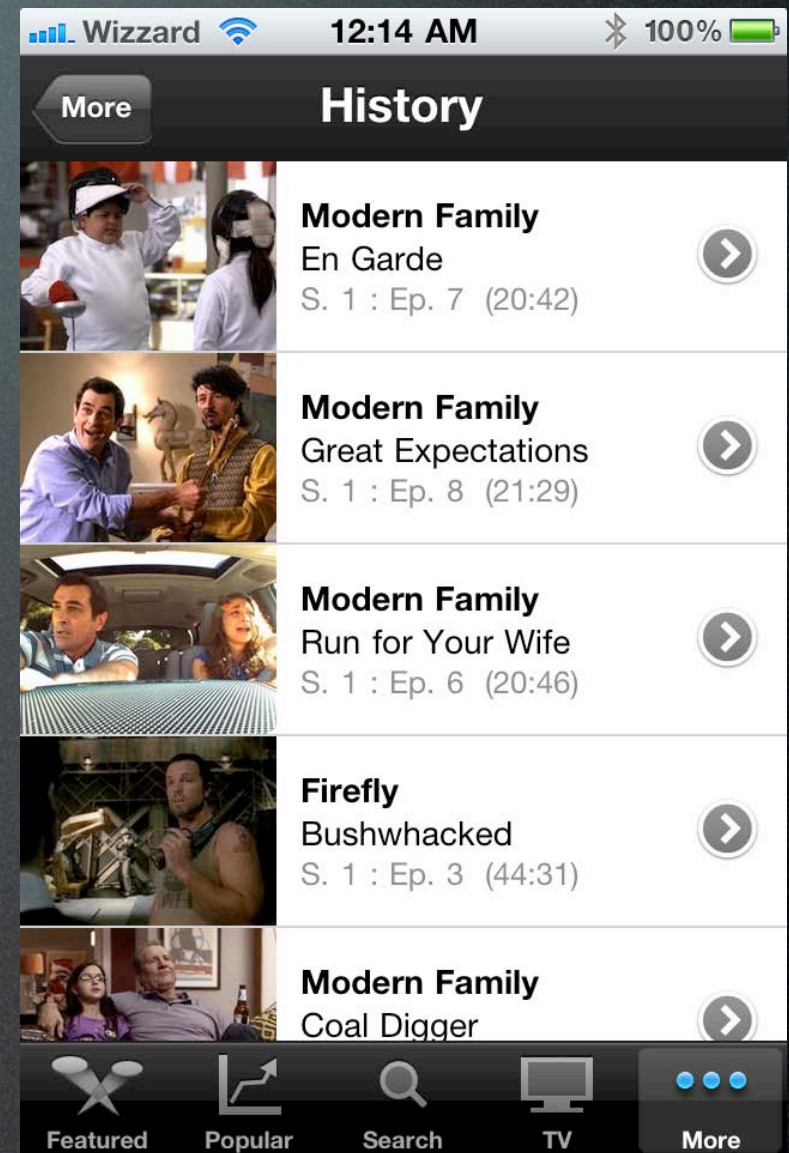


AOL AIM

iPhone Apps



Tii App



Hulu+

iPhone Apps



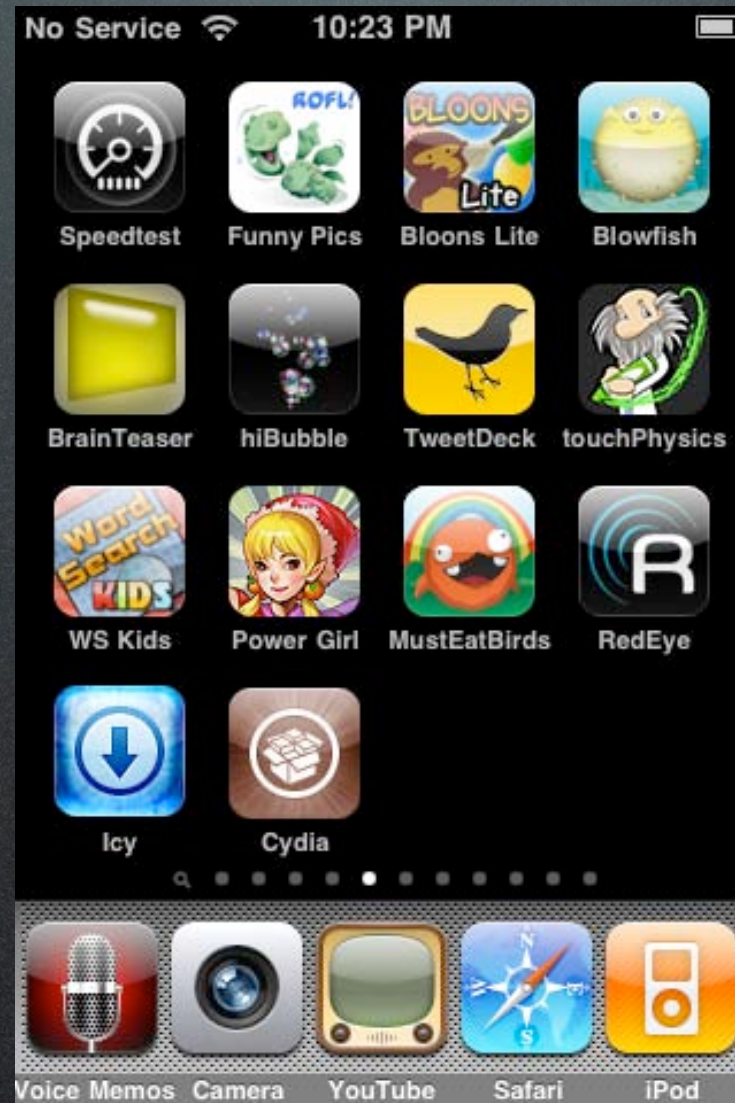
Ants



iWrite Words

Jailbreaking

Because 250,000 Apps are just not enough



JB App Issues Solved

• Backgrounder	Apps can run in background
• 3G Unrestrictor	Tricks apps to think on wifi
• MyWi	Turn into Wifi Hotspot
• 5 Dock	Allows 5 items in the dock
• SpoofApp	Recording of Phone calls
• ScreenSplitr	Mirror iPhone on computer
• Multiflow	Scroll left/Right open Apps
• Lockdown	Password protect specific Apps

iOS Resources

Blogs

iPhoneMatters

iPhoneAtlas.com

EverythingiPhone.com

Podcasts

Today in iPhone

Mac OS Ken

www.iphonehacks.com

redmondpie.com

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