

TOOLS of the TRADE



BlackBerry Passport

It wasn't very long ago that the BlackBerry was so ubiquitous that it was an addiction difficult to escape. One of the qualities of many of those phones was the more-square-than-the-others design and a very functional keyboard. The BlackBerry Passport, set to debut this month, is Research in Motion's (RIM) largest smartphone with a square 4.5" touchscreen and full HD-class (1,440 × 1,440) resolution. The name derives from the fact that the phone is roughly the size of a Canadian passport. The screen's page has the viewing space of a 5" phone but an aspect ratio that makes it ideal for reading documents, browsing the Web, and even reading e-books. It's ideal because research indicates the number of characters on a line

in a book is 66, and most rectangular smartphones show approximately 40 characters, but the Passport displays 60. The keyboard has been reworked as well. It's now a touch-enabled physical keyboard that combines tactile typing with additional touchscreen commands. By lightly brushing your fingers over the keys you can scroll or place the cursor where you want it—just double-tap and drag your finger across the keyboard. Swipe back to delete the last word or flick up to accept the next word in the suggested word feature, as with the BlackBerry 10. The QWERTY three-row keyboard is compact, but there's also a fourth row that displays on screen when you type passwords, the @ symbol comes up when you type an e-mail, and the colon and backslash characters appear when you're on the Web. To accent a character, hold the letter key down and tap on the key to add the accent you want. You can sign up to be notified of the September release date and full specifications for the Passport at www.us.blackberry.com. Enter "Passport" in the search bar at the top of the page.

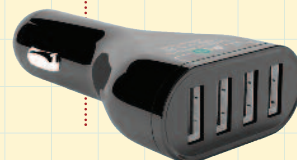
Aukey AIPower Chargers

Not all charger ports are made equal—some charge more slowly, some more rapidly. The Aukey chargers that have AIPower can detect and identify the input current needs of most mobile devices, allowing them to charge phones, tablets, iPods, GPS, cameras, and any other USB devices. The technology uses a Texas Instruments module to auto-detect and deliver adaptive recharge rates for each charging port, even when there are multiple devices connected. Whether it's an Aukey AIPower charger for the wall or for the car, you get maximum charging speeds safely delivered with 5V USB power output. If you're traveling, you will only need one AIPower strip port instead of the multiple chargers and their bricks weighing down your gear bag. The Aukey four-port wall charger is 3.2" × 3.6" × 1.4", and the Quad-Port Car Charger

is 3.4" × 1.97" × 0.83".
www.aukey.com/aipower

iPad ClamCase Pro

The ClamCase Pro for the iPad Mini provides three advantages you would expect from this kind of case. It becomes a protective case; a stand that allows for hands-free touch operation for viewing, reading, browsing, and games; and a laptop-style keyboard/screen combination. As a protective cover, the ClamCase Pro has a polycarbonate shell with a soft touch surface, and the keyboard base is all lightweight aluminum. The Mini snaps into the case, and the hinge allows for an unlimited number of viewing angles. The keyboard deactivates after you fold it open past 180 degrees and has island-style raised keys. The connection is via Bluetooth 3.0, and the on-board Lithium-Ion Polymer battery that powers the keyboard charges via USB and will provide 100 hours of uninterrupted in-use time and six months of standby time. By



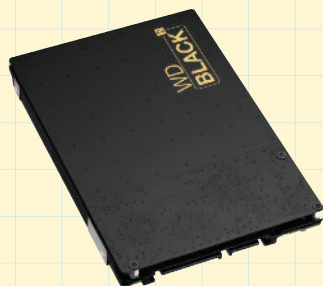


pressing the battery indicator, you will get a reading of the remaining life on the charge. Special function keys allow access to common features, including search, toggle to on-screen keyboard, home, media controls, and lock. The case weighs 0.87 lbs. www.clamcase.com

WD Black²

The memory on your notebook or all-in-one PC might be either a solid state drive (SSD) or a conventional hard-disk drive (HDD), and each has its own advantages and disadvantages. A system that could combine the strengths of both while compensating for the inherent disadvantages in each should be a welcome alternative. The first of these dual-replacement drives is the WD Black² from Western Digital Technologies. The 2.5" drive will slip right into your computer's drive bay that accommodates standard 2.5", 9.5mm tall drives. If taking off the back of your notebook sounds a little too daunting, you could get a local computer tech repair facility to install one of these, but it isn't a very complex project. The advantage of replacing your current drive is that

you will get 120GB of fast SSD storage plus one terabyte (TB) of HDD storage. Large files can be kept on the hard disk side where they won't slow down the boot-up or operations of the programs on your solid state side. This swap also extends the life of the SSD, which has a finite number of writes, while maintaining optimal performance. The process involves copying a back-up of current programs and files onto the WD Black², sliding the WD drive into your computer's bay, and then transferring the backup to the WD Black²'s two drives—programs to SSD, data to HDD. Search YouTube.com for the official WD installation video for a step-by-step explanation. The drive is available for Windows notebooks and all-in-one PCs at Amazon.com. Complete details and additional information is available at www.wdc.com/en/products/products.aspx?id=1190.



TECH FORUM

Big Blue Apples

By Michael Castelluccio, Editor

On July 15, IBM and Apple announced “an exclusive partnership that teams the market-leading strengths of each company to transform enterprise mobility through a new class of business apps—bringing IBM’s big data and analytics capabilities to the iPhone® and iPad®.” Given the companies’ contentious history, this announcement is, to say the least, surprising.

Since 1914, when Thomas J. Watson, Sr., joined the Computer-Tabulating-Recording (CTR) Company, which would eventually become IBM (also referred to as Big Blue), the company’s motto has been THINK. According to IBM archives, “[The slogan] appeared in IBM offices, plants and company publications in the 1920s...It eventually appeared in wood, stone and bronze, and was published in company newspapers, magazines, calendars, photographs, medallions—even New Yorker cartoons—and it remained for years the name of IBM’s employee publication.” THINK—all capital letters—was above the doorway of the founder’s office and everywhere else. It was both elegant and uncompromisingly demanding.

So it probably wasn’t an accident when an upstart computer company in California with the very unlikely and hardly associative name Apple decided to launch a major advertising campaign in 1997 that reintroduced itself as one among those that “Think Different.” It was a declaration of psychological warfare, pitting the “suits” against the “genius misfits.”

The text of Apple’s Think Different commercial spells out some stark differences. The images accompanying Richard Dreyfuss’s monologue included Einstein, Edison, Gandhi, Picasso, and Jim Henson with Kermit the Frog. Dreyfuss described the Apple corporate philosophy under Steve Jobs:

“Here’s to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They’re not fond of rules.

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And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. But the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."

The Think Different campaign ran for five years and seems almost whimsical when you compare it to other expressions of the suits vs. misfits conflict. In 1984, Apple created what some have called the greatest television ad ever aired. Leveraging the global anxiety expressed in George Orwell's classic novel *1984*, the 1984 Super Bowl commercial was supposed to introduce the Macintosh personal computer. Directed by Ridley Scott, the commercial had only one national airing, yet many still can recall the content and impact of the ad's message. The conformists, seated mindlessly watching a screen, were the suits, and the female athlete who slings a sledge hammer into a screen is the rebel, declaring war between the PC and the "big iron" installed in corporate basements and computer rooms around the country.

The antipathy between Steve Jobs and his competitors was often both colorful and public. You might think that he reserved his most acerbic comments and observations for Bill Gates at Microsoft, but he saw Big Blue as a greater threat. Looking back, he told his official biographer Walter Isaacson, "IBM was essentially Microsoft at its worst. They were not a force for innovation; they were a force for evil."

Thinking back to 30 years prior, Jobs explained to Isaacson what he felt at the time: "If, for some reason, we make some giant mistake and IBM wins, my personal feeling is that we are going to enter sort of a computer Dark Ages for about 20 years. Once IBM gains control of a market sector, they almost always stop innovation."

No equivocating there. And when you think about it, Microsoft and Apple were operating in the same dynamically evolving sector: PCs. IBM was corporate, not personal and mainframe, not desktop. When IBM did finally release its first PC in 1981, Jobs took out a full-page ad in *The Wall Street Journal* two weeks after the launch. The all-text advertisement read:

"Welcome, IBM.

Seriously.

Welcome to the most exciting and important marketplace since the computer revolution began 35 years ago. And con-

gratulations on your first personal computer. Putting real computer power in the hands of the individual is already improving the way people work, think, learn, communicate and spend their leisure hours...When we invented the first personal computer system, we estimated that over 140,000,000 people worldwide could justify the purchase of one, if only they understood its benefits. Next year alone, we project that well over 1,000,000 will come to that understanding. Over the next decade, the growth of the personal computer will continue in logarithmic leaps. We look forward to responsible competition in the massive effort to distribute this American technology to the world. And we appreciate the magnitude of your commitment. Because what we are doing is increasing social capital by enhancing individual productivity. Welcome to the task.

apple"

Some have called the tone of the welcome letter playful; others parse its sarcasm as something darker.

ARMISTICE IN JULY

July's joint press release promises that IBM will create more than 100 industry-specific enterprise solutions, including native apps developed exclusively from the ground up for iPhone and iPad. Big Blue will also optimize its cloud services for iOS. For its part, Apple will tailor new AppleCare service and support for the enterprise and will create new packaged offerings from IBM for device activation, supply, and management.

Oh yes, a network of 100,000 IBM staffers, software developers, and consultants will be put to work on this new cooperative venture. And Big Blue's big data will be coming to Apple mobiles under a shared data cloud.

In an internal memo, Apple CEO Tim Cook explained that this dedicated effort in the enterprise isn't something that has—excuse the expression—come out of the blue. Rather, "it...builds on the incredible momentum in Apple's enterprise business. iPhone and iPad can be found in 98% of the *Fortune* 500." Penetration in the Global 500 is a similar 92% for Apple tablets and phones. "With this announcement," Cook continued, "we're now putting IBM's renowned big data analytics at iOS users' fingertips...This is a radical step for enterprise and something only Apple and IBM can deliver."

Well, so much for that age-old adage that the past is merely prologue. Makes you wonder what's next. A Google-Apple summit, perhaps? **SF**