

Thu, 28 Jun 2012

6:07 AM

Apple iPhone5 has A long way to go

Next-generation iPhone's footstep is getting closer to market.

Yesterday's news that, in order to seize United States College School in new round of buying season, Apple iPhone 5 will be possible from October this year to late August ahead of time to market.

Reports that Apple had been formally notified to the Wei, xinxing, huatong, Dali light, yujing light provides full stock of the iPhone manufacturer of 50, Hon Hai is the exclusive factory.

Available for Apple iPhone 5 in advance, Chief Analyst of the international e-News Sun Changxu of the China business news said the iPhone5 ahead of listing does not exist, Apple and supplier information is disclosed by early June, released in August at the latest iPhone 5. And now the industry guessing, released in August due mainly to the iPhone 5 introduced a lot of new components, short on supply chain affects progress.

Earlier news that Apple plans at the WWDC in June this year (Apple Worldwide Developers Conference) published on the next-generation iPhone, but Qualcomm's MDM9615 chip supply problems that Apple had to release time delay. The chip in the high-speed 4G network can support both voice and data connections.

Taiwan media reported, from the production of iPhone 4S to the iPhone 5, leading to shuffle the supply chain in Taiwan. For example, if the iPhone 5 wants to be lighter, the use of embedded touch panel (in-cell), and follow the growing Apple F-TPK (Chen-hung) probably not followed low gross profit margin in-cell snapping orders, will be replaced by sharp and Toshiba.

Although this is the onset of the mobile phone, which is not yet available, as direct beneficiaries, Hon Hai Group Chairman Terry GOU has already started a high profile recently began advertising for it. He confirmed at the recent annual shareholder meeting a high profile presence of the iPhone 5, and that the next generation iPhone will become a winner in the competition in the Smartphone market, Samsung Galaxy s III "disgrace", he also advised consumers to be patient and more of this new phone. Now many people are looking for Apple iPhone5, even some iphone fans have bought many iphone accessories in best case mall, such as cool iphone4 cases, cute iphone4 cases, unique iphone4 cases and so on.

Statistics showed that iPhone 5 is thinner than iPhone 4S, the screen is variable-length, its width is unchanged, supported 4G network, a new NFC (short-range wireless communications technology) feature. Messages from the supplier, iPhone 5 wiring and connectors have a big change, especially price standard equipment connector of your phone is old more than 5 times, which is expected to stimulate "powder" consumer, Wei and Hon Hai became winners.

But judging from the currently known information, iPhone 5 in the product design and function does not reflect too much on innovation changes, it is difficult to reflect Gou said the Samsung "disgrace" of the capital. There had been questioned several times, leaving the jobs of Apple innovation bottlenecks.

People living with HIV vector Advisory Chairman Chang in accept reporter interview Shi said, Apple terminal can maintained electronic products of leading sexual, which is winning smart phone market of fundamental, but currently latest iPhone 4S has an innovation insufficient, in Europe and the China of in the high-end market capacity tends to saturated, and it of competition opponent Samsung in high-end smart phone market launched shock to it, ordered Apple of leading sexual was threat, had to accelerated launched new of pace.

China Mobile Internet industry association Deputy Chairman Li Yi thought that for the jobs plan, Apple also has reserves of about 3 years. This means that at least 2-3 years, product promotion should not run into great trouble, in 2012, the iPhone 5 or continues to lead the movement.

Statistical data according to ABI, the first quarter of 2012, Apple and Samsung took market share in the Smartphone industry, 55%, 90% and carve up the industry's profits. Samsung shipped 43 million smart phones, Apple has shipped approximately 35 million smart phones over 37 million units sales declined slightly in the first quarter.

June 29 is the iPhone's birthday! On June 29, 2007, the first generation iPhone went on sale, which means that this Friday will be the 5-year anniversary of the birth of iPhone. Strategy Analytics analyst Neil Mawston Wednesday issued investor report, analysis of the latest data on the iPhone, he said iPhone global sales have reached 250 million, Apple brought a revenue of US \$ 150 billion.

For Apple, iPhone is a money machine. In five years, companies

with the highest market value of the iPhone, Apple has become the highest market value of the company. However, Mawston said the next 5 years, it will be very difficult for Apple, because of increasing competition, and operators are considering lowering the iPhone subsidies. Current iPhone sale is more than newborns every day.

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Fri, 29 Jun 2012

6:43 AM

Apple iPad3 VS Nexus 7

Integrated and non-integrated manufacturing mobile devices have advantages, non-integration reduces costs, but only brings conflicts and properties of the component. Considered the following hardware manufacturers such as HP and Microsoft previously flat situation encountered:

HP flat panel is very thin, it's Intel processor license plate heat is hotter, compatible software and the screen are not very good, on its screen when the user touch operation will be delayed. Prior to HP CEO, it's like driving a car, when you hit the steering wheel, the car did not turn.

About the victory now the integration of mobile devices and non-integrated approach 1995 desktop PC dominate the market, what is the difference between them? The best way to understand these differences, which is a glimpse into the Clay Christensen's theory of disruptive innovation (Editor's Note: is defined as the creation of new markets and the value networks of innovation, as described in the Wikipedia). When a new device is released, it usually also for the vast majority of users "not good enough". Christensen explain this theory with his famous curve.

According to Christensen's theory, technology is faster than user demand for the technology of development of science and technology (faster than other lines black line in the figure).

Eventually, the new device is good enough (black line over the purple/blue line), the user will be reluctant to spend exorbitant price to purchase the upgraded version of the device. From this point, for manufacturers, invest in manufacturing high-performance equipment is meaningless, because the users investment not cold. Manufacturers prefer to use this "improve performance" to reduce the price of equipment. The best way to achieve this, which is to

allow different companies producing core software and hardware components, from an integrated approach towards non-integration.

If you agree with the Christensen's theory (most of the executives agree that large enterprises of science and technology), here's an interesting question: when smart phones and tablets, respectively "good enough", the non-integrated approach to defeat integrated manner? My guess is at least 5-10 years, users are not willing to pay for faster bandwidth, more features, long battery life, a large storage capacity, better processor to spend too much money. But no one can really expect. Now Apple iPhone5 is coming, more and more people are looking for it, even many iPhone have bought many best iPhone cases, such asbling iPhone cases,unique iPhone4 cases and so on. Of course, Apple iPad3 is no exception, best new iPad cases are hot product.

It is easy to see in addition to Apple, Google, Microsoft, and other companies do not understand key differences in the era of PC and mobile age. Christensen himself also did not understand: Christensen's most embarrassing prophecy is the iPhone will not be successful. As a low-end users, Christensen as a high-end handset it; only later, he treats it as a laptop, which is disruptive. See iPhone as high-end smartphone, iPhone innovation (above the blue line) will only make it at the highest end of the market. If considered a low-end laptop, iPhone disruptive innovation will eventually contain the PC business. As for the iPad, and indeed this is the case.

After iPad3 was launched, Tablet market is almost created and ruled by iPad3. Microsoft and Google are trying to catch up, Google Android Tablet operating system finally achieved a place in the market, and Windows 8 is expected to last at the end of this year. But in the last two weeks, Microsoft and Google have released a new Tablet hardware device, there is no doubt they want to be able to use these new devices to improve their position in the Tablet market.

Last week, Microsoft released the Tablet Surface. This product is really interesting for Microsoft! After all, Microsoft hardware devices rarely own design, everything is careful to avoid offending

their hardware partners. However, because of its hardware partners thus far have not produced a very satisfactory product, Microsoft naturally from its traditional practice, not just to the OEM licensing Windows software, but also their development hardware devices.

Surface design, there are some bright spots: the concept of Touch Cover is good, it looks and functions is similar to the iPad Smart Cover, but it can also serve as a keyboard role. Hardware design has its own characteristics, unlike many currently on the market to see the iPad-style tablet device. This device has two versions: Surface and Surface RT Pro. The former based on ARM, run Windows RT, and pricing has advantages, increase competition with the iPad also have similar ARM plate weights. Surface Pro is based on the Intel, running Windows 8 Pro, will compete with high-end tablet and super book.

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Sat, 30 Jun 2012

5:24 AM

Apple iPhone5 still dominate the market in 2013

JP Morgan analyst Mark Moskowitz released a report on Thursday that reported that Apple iPhone 5 will occupy a leading position in the Smartphone market in 2013 . It is expected that the new Apple iPhone should be released in September this year , which continued to rise throughout the quarter. He pointed out that iPhone 5 will support 4 LTE network and other upgraded features, become a major bright spot on the Smartphone market this year, so as to ensure its market dominance in 2013.

Mark Moscow in investor report released today said: "we believe that in the revolutionary hardware enhancement and software-driven services (such as mobile versions of Passbook, Maps and FaceTime), iPhone in 2013 on the Smartphone market. The status will be confirmed again. â

But the report also pointed out that Apple could also face a number of challenges. JPMorgan Chase has lowered slightly the day Apple sales and earnings expectations in the second quarter of the calendar year, owing to its face "macroeconomic challenges", this challenge means that hardware vendors are expected to face difficult times. In addition, JPMorgan also lowered expectations

for the third quarter iPhone sales; drop in iPhone sales in the third quarter are not unusual, due to new models will be issued subsequently.

Based on projected demand for iPhone 5, JPMorgan raised its expectations for sales of the new iPhone in the fourth quarter. In addition, if JPMorgan forecasts for iPad and Mac sales will decline ultimately, which proved to be accurate, then Apple may need to rely on iPhone to get more income. What is more, more and more iPhone fans are looking forward to the iPhone 5, even some of them have bought many iPhone accessories on best case mall, such as bling iPhone cases, metal iPhone cases, stylish iPhone cases and so on.

Mark Moscow said: "overall, we expect that sales of the iPhone will have more strong performance, associated with interest will be partially offset by our expectations for the iPad and Mac business growth slows. â

iPhone will usher in a five-year birthday tomorrow. Although the first generation iPhone at the time of publication had been suspected, after the publication of that product has sold 1 million units in the first 74 days. Since then, Apple has total sales of its iPhone mobile phones has increased to more than 218 million, brought approximately \$ 150 billion in sales.

Used GALAXY Note who laments its smooth and stunning of the screen. Recently, online continuing its follow-up models GALAXY Note2 related messages. Refers to its latest version of Jelly Bean will be powered by Android system, and equipped with new s-Pen stylus, but it will also be listed in September, against the next-generation iPhone.

Aboard the new system

Samsung GALAXY Note2 debut also be powered by the new system, as well as running Android Samsung launched the first batch of the latest models of the system, it is likely to be the latest Android system version 4.1 Jelly Bean system. Changes in this version is now known to be in the native interface of the Google search icon will become translucent, while the Dialer icon will be more smooth, while Chrome browser will have replaced the original browser and so on.

Increase the version of the GALAXY S3

According to the news, Galaxy Note 2 screen size set at 5.5 inches, material uses Super AMOLED, 1680x1050 pixel resolution (PPI for the 360), it looks like design similar to the Galaxy S III,

compared with representing the model, the width of the machine will be narrowed, so that users can better handheld.

Listed in September against iPhone5

Despite all the news source is the official release time to

September this year, and even predicted GALAXY Note2 will compete

head-on with Apple next generation iPhone directly, so he could

hope to seize the iPhone 5 more market share. However, Samsung

GALAXY Note2 completed hopes pinned high hopes? So we'll see.

As Samsung GALAXY Note replacement products, upcoming Samsung

GALAXY Note2 generation mobile phones compared to the shape and the

hardware configuration of the past, it has a larger change.

According to abroad website GSMArena invoked does not willing to

revealed name of message people of claims, Samsung GALAXY Note2

generation is equipped with of touch controlled screen that will

from past of 5.3 inches upgrade to Visual area more large of 5.5

inches, and in resolution aspects also by past of WXGA (1280x800

pixel) specifications WSXGA+ specifications, not only by support of

resolution will reached 1680x1050 pixel, and pixel density more is

will up to 360ppi. In addition, this phone also introduced from

Samsung GALAXY SIII narrow design and overall style, and

touchscreen increase cases, instead of its fuselage width narrower

than in the past, will lead to a better sense of shaking hands.

In addition, the Samsung GALAXY Note2 generation rumors that it

is also equipped with 12 million pixel camera, and uses the latest

image sensors to improve photography effect, which is also expected

to include some Samsung GALAXY SIII photographed features the

latest development. Other Samsung GALAXY Note2 also be powered by

the new version of Android 4.1 system debut, as well as running

Android Samsung launched the first batch of the latest models of

the system, and also for mobile phones equipped with new s Pen

stylus. It is worth mentioning that, different from past rumored

release date of October, the latest news disclosed ahead of Samsung

GALAXY Note2 will be officially released in September this year, so

that seize before the official release of Apple iPhone5 , win more

users for their support.

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Mon, 2 Jul 2012

6:27 AM

Why can Apple iPhone affect the World

Apple iPhone5 is five years old!, on June 29, 2007, Steve Jobs officially launched the first iPhone, opening up a new era of smart phones. 5 years later, the iPhone has become the industry gold-most powerful money-making machine, the current iPhone global sales have reached 217 million, brought more than \$ 150 billion revenue for Apple. No exaggeration to say that, iPhone is not only a profound impact on the smart phone industry, has changed the entire technology industry. Listed on the iPhone 5 anniversary, CNN staff writer Heather Kelly wrote an article summarizing iPhone5 years old, which brought the world's 5 largest change.

Five years ago, people simply cannot continue to work after leaving the computer, when the Android system yet to be born, while executives are addicted to his BlackBerry in his hand, believed that this is the best Mobile Office solution. At that time, Mr jobs ' greatest visions was the mobile phone, iPod media player and Internet connection into a smart mobile devices,ultimately launch iPhone shocked the industry. In terms of technology, user experience, industry models and business models, iPhone was attracting industry and industry change, and had a profound impact on the technology industry as a whole.

Listed on the iPhone 5 anniversary, we believe that this product mainly brought 5 profound changes in world.

1.the new revolution of human-computer interaction Prior to 2007, global mobile phone keyboard input-oriented, people on the physical keyboard typing speed has reached the level of crazy, especially in the field of smartphones. RIM BlackBerry QWERT full keyboard design of highly respected, but the coming of the iPhone will be applied to the full screen touch input tree phones, defined an entirely new user experience, and trained users to use it again. Now touch input has become the standard for mobile human-computer interaction, and it has long been used to switch left and right sliding picture or gestures such as the Web page. Though Apple iphone5 is not coming, iphone4 and iphone4s still hot, even the iphone accessories are hot too, for example best iphone4 cases, which iphone case do you like best? I like unique iphone4 cases.In addition, the iPhone now is starting to Siri leads the voice input for the voice attendant craze.

2. the iPhone leads spur Mobile App Development

In fact, the iPhone's biggest advantage is not touch technology, but its intrinsic iOS operating system, and come out a year after the birth of the iPhone App Store. Prior to the birth of the iPhone, Mobile App mode has already existed, but what Apple really has established a complete set of ecological models and business models, also develop application user's habits, which makes mobile application development ushered in the spurt. Today, the application of Apple and Google, the number exceeded 500,000. Moreover, Apple has been applied to these developers issued a cheque for a total of \$ 5 billion, which makes this industry created the conditions to the continuous development of benign.

3. always connect to the Internet

One of the main functions of the iPhone is the Internet connection, not just the push email and browse the Web. In this regard, iPhone does it extremely well, today's smartphones can already copied PC all applications of the Internet so that people can use Internet office anywhere, anytime around the clock. Of course, uses the Internet to facilitate to people around the clock at the same time, also make excessive indulgence in the virtual online world. According to the survey conducted by the Gazelle, about 15% of respondents admit they would give up sex life rather than a week away from their iPhone.

4. the supply chain integration

iPhone was never been optimistic about in the industry, now it has become the world's largest smartphone brand that is inextricably linked with Apple's excellent supply chain system. Successfully achieved vertical integration model of the iPhone hardware, software, big threads of different operators, service providers, the Internet industry, and industry collaboration, so that every aspect of the industry chain are becoming very important, thus forming a great ecological, also generated a number of new industrial forms and new job opportunities.

At present, the Apple in China's largest contract manufacturer Foxconn, is primarily responsible for assembling Apple iPhone and iPad products. But recent poor aeration treatment of workers at Foxconn scandal is also to a certain extent affect the image of Apple. Therefore, Apple CEO Tim Cook has agreed to allow third party supervision of Apple's contract manufacturers in China.

5. industry recovery

Perhaps the iPhone directly led to the demise of the BlackBerry, but it cannot be denied that the iPhone also brings a change to the industry boom. Google has launched its own Android open source

systems, Microsoft abandoned the WM6.5 before, WP7 launched with a new operating interface, in addition to other smartphone manufacturers are beginning to follow Apple touch screen mobile. In addition, the coming of the iPhone not only led the Smartphone era, it also brought changes in mobile industry. Masters mobile today is Apple and Samsung, and Nokia, RIM, Motorola, Sony Ericsson has been at the edge of the cliff. Of course, we think the iPhone big changes for the industry is "innovation" to help other companies break the mind-set, to develop some of the more innovative products and applications.

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Tue, 3 Jul 2012

6:05 AM

What Apple iPhone Brings Us

<p>Five years ago, the executives were obsessed with their BlackBerry own hands, believed that this is the best Mobile Office solution. At that time, his greatest desire is to make a connection of the mobile phone, iPod media player and Internet into a smart mobile device, ultimately launched shocked iPhone the industry. iPhone attracted industry and industry change, and had a profound impact on the technology industry as a whole.

<p>In the past five years, iPhone dramatically changed consumers and enterprise users to use a smart phone experience. iPhone also forced the entire mobile phone industry to rethink what needs to be used in high quality Smartphone. Here is iPhone mobile phone brings to users and the mobile industry's 10 largest contribution in the past five years.

<p>A new touch-screen world

<p>Before the advent of the iPhone, configuration of touch screen devices is very small. However, these touch screen response speed and the overall quality of the Apple iPhone is missing. Ever since the iPhone has appeared, touch screen continues to improve

<p>Enterprise idea has changed

<p>After the iPhone launched, over a period of time, IT decision makers thought they never introduced to the Office of Apple products. However, since many of the features are applicable to enterprise, iPhone helps to change this situation. Now, the IT staff is introduced to the iPhone and Apple products such as Mac Office.

<p>Pay an attention to design

<p>Look at the device before the iPhone launch five years ago, which makes it easy for people who lose interest. Apple real with a market focus line designs, and in the process helped improve the look and feel of the mobile device.

<p>Not just smart phones

<p>Before the iPhone launch, many people think that the Smartphone is not suitable for their own. If these people don't often write e-mail or browse the Internet, smart phones have any meaning? However, ever since the iPhone has launched, Smartphone application have an rapid growth. What is more, iphone accessories also have a big growth, such as cute iphone cases, cool iphone cases, bling iphone cases, stylish iphone cases and so on.

<p>

<p>Every family has more than one device

<p>Five years ago, mobile phones are a family of luxury. Usually everyone in the family use a cell phone. However, due to the design of the iPhone made it a more personalized products, now a family are using multiple smart phones. This greatly helped Apple and carriers.

<p>Developers of cottage industries

<p>As Apple launches app store in 2008, Apple created a scale up to millions of dollars of industry focused on developing applications to mobile devices. Now, developers from around the world in its own mobile application created an entirely new business, many developers are working from home.

<p>Demise of the personal media devices

<p>What's interesting, when Apple launched the iPhone, which also undermined its own business. Before the iPhone launched, Apple's iPod music player is the most popular mobile devices. However, as the iPhone integrates music features, iPod no longer necessary equipment, this personal media device there is dying.

<p>Promoting the birth of Tablet

<p>Good thing about the iPhone is that it has prompted many companies to own things away from touch-screen devices considered smartphones. For example, after enjoying great success of smart phones to Apple iPad ushered in the era of tablet computers. If there is no iPhone, tablets not more popular and popular.

<p>Ideas of new applications of old communication

<p>Communication technology of Apple iPhone, phone, video, and text is not a breakthrough technology. However, the iPhone changed the way the use of these communication technologies. FaceTime is difficult to catch up it.

<p>Entertainment consumption changes

<p>Before the iPhone launched, there are many devices allow people to play games, listen to music or watch video phone, but the quality of these features are bad. Now, more and more people on the iPhone and other mobile devices to play games, watch videos and listen to music. This is a dramatic change that cannot be ignored in the market.

<p>Whether you like Apple, iPhone really changed the mobile industry. In a short period of time the iPhone5 years, Apple has killed many strong opponents, successfully from the computer manufacturer into a mobile phone manufacturer. Apple has already become adopt. In August last year, when Apple's market capitalisation has gone beyond Mobil Oil as the world's largest company by market capitalisation, and in April this year, when analysts ventured three years after Apple's market capitalisation of \$ 1 trillion.

<p>IPhone has become the most important Apple product, its revenues during the same period can exceed Microsoft's

entire revenue. Recently, Mashable website publishing Statista company and produced a pair of information charts, five years from the data displayed on this incredible journey.

<p>5 years ago on June 29, 2007, Apple in the United States released the first generation iPhone. Since then, iPhone after upgrading five times, its success is unprecedented.

<p>End of March 2012, Apple sold iPhone 218 million.

<p>In just five years, the iPhone dramatically change Apple's revenue. As of last quarter, Apple iPhone revenue total revenue of 58%.

<p>

<p>iPhone can bring in revenue for the same period exceeded the United States total income of some large companies. From the first quarter of 2012, iPhone as well as the related services and accessories revenue was US \$ 22.69 billion. Microsoft's total revenue was \$ 17.41 billion, coke is \$ 11.14 billion, Disney was \$ 9.63 billion.

<p>From June 2007, the iPhone for Apple was brought 140 billion dollars in revenue. Taking into account the inflation factor, that's more than 12 years before Apple released iPhone's entire revenue.

<p>iPhone has made Apple as the world's top company in market capitalisation. In June 2007, Apple's market capitalization is \$ 106 billion by June 2012, Apple's market cap of \$ 536 billion.

<p>You may interested on: best case mall

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Wed, 4 Jul 2012

5:54 AM

Google is more and more like Apple

On July 4, according to foreign media reports, the latest Google Android device is impressive on the market. As Google released the latest version of the software, it is difficult to imagine what Apple will come up with tricks to deal with this competition. But you should wait for the new iPhone? Or choose Google Android? For Apple, to go beyond the Samsung Galaxy S III and the new Android version 4.1, it will be very difficult, Android 4.1 later this summer in the Galaxy will run on Nexus, CNET columnist Marguerite Reardon said that whether it is worth waiting for the new iPhone that provides a number of recommendations listed in the autumn, Also explained the Samsung at different dates and in different carrier networks released a new Galaxy s III on the cause.

iPhone 5 VS Samsung Galaxy s III VS Samsung Nexus:

Friends in net wrote letters to Leiden on CNET said: "I have an iPhone3G mobile, but I want to buy a new phone. My question is: should I buy a Samsung Galaxy s III or wait for iPhone 5? I would also like to buy a Galaxy Nexus, because when you do not have the latest operating system on my phone, I will feel very annoying, this is also one of the reasons I want to buy the latest mobile phones. â

Leighton reply said: "the first thing you need to consider is, are you willing to switch to Android from Apple. If you have used the iPhone 3G in the past few years, so there is a good chance to change, you have to accumulate a large number of applications, perhaps even the music in the iTunes. Applications that you have downloaded or purchased from iTunes will not be automatically transferred to your Google Android device, you will have to download the application, and in some cases purchase these applications. In addition, purchase music from iTunes will not be able to be transferred on your Android phone. But there are many ways to make encrypted iTunes music into the Android device. If these sounds like too much trouble for you, then I suggest you should wait for iPhone 5. New Apple cell phones may be listed in September or October, unless your iPhone 3G phone is completely useless, perhaps you currently are not really need a new phone. But if you do not want to become Apple's ' slave ', so I felt no need to wait for the next generation iPhone. Samsung has produced two very good Google Android devices, as you mentioned in the text: III and Galaxy Galaxy s Nexus. â What is more, I have to say that Apple accessories are so hot, such as best
iphone cases, iphone chargers, iphone dustproof plugs,
best ipad2
cases and so on.

Layton also expressed, first of all, in terms of hardware, Galaxy s III and Galaxy Nexus two phones are very similar. Only major difference is that the Galaxy s III that is configured with a better camera. Galaxy Nexus pixel is not only smaller, but some critics complained about its low light performance and af general. But the real difference between the two devices software. It can be said that Nexus is a pure Google phone.

Layton also said in his letter: "you can wait for the Apple listing this fall's newest phones, but I don't think you really need this product. From the advanced software capabilities, and even hardware specifications or performance, I don't think Apple

will be able to run in front of Google.

Android 4.1 was born actually behind "hidden" with many of "secret", we can believe that Google is slowly of changes, its development thought increasingly has clear, as a articles of beginning views may many netizens to see, however I wanted to Google why this upgrade does not called Android 5 but to Android 4.1, smart of netizens certainly can see out, Google regardless of on developer, also on manufacturers are variable of reason, from a long-term perspective to think about how to compete with Apple's iOS, Microsoft Windows Phone.

For manufacturers, Google has made the following changes:

At the Google I/O Conference for Android 4.1 upgrade feature we need to pay attention on several points, in this General Assembly, first Google first announced the "Project Butter", as its name suggests, Google wants its own system upgraded optimization, complete perfect just the way you want to butter after lubrication, fluid.

Simple to say, Google through underlying of optimization, and perfectly let system of rendering, and animation are used has name for VSYNC of way for, such do of benefits is, can guarantee followed must of cyclical, thus ensure has system in rendering, and touch, and composition, and real-time refresh of when does not appears screen frame number ahead of or lag of phenomenon, Android 4.1 can guarantee support up to 60fps of animation effect.

Multiples of Google not only adjust the CPU cache, and through interaction with the screen to adjust the CPU speed of electricity also ensures rational use, in General Android upgrade 4.1 Jelly Bean is a perfect complete repair work for the next Google launched software services and made a solid foundation.

For developers, Google has made the following changes

In June just held finished of I/O General Assembly , Google Android engineering Deputy President Hiroshi Lockheimer clearly said that Android of debris of its responsibility is manufacturers, actually Hiroshi Lockheimer was right, it is as follows figure by as shown in the, author found that it has different manufacturers research and development of products, and other products formed differences, all manufacturers of moved Terminal appearance features are does not as, while all manufacturers also in system do has custom of content.

If you still don't understand, I give you an example, if Google is the King of a country, a country is large, contain dozens of cities, and in constant development, and Apple is the King of country b, it states the city has only one, so very easy to

control. So this example can be expressed, Google and Apple are completely different on the ecosystem as a whole, there are also different survival modes.

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Thu, 5 Jul 2012

6:32 AM

Full Analysis of sales of Windows 8

On July 5, according to eWeek Web site published an analysis of article said that Windows 8 will begin to appear on store shelves soon: it will be preinstalled on a new PC and offer to upgrade to the new version of Windows PC users to download. However, a variety of factors beyond Microsoft's control affect the rapid deployment of Windows 8 in the area of the entire PC. Here are 10 major problems may prevent Windows 8 sales.

1. security issues

Microsoft has said that Windows 8 is by far the most secure version of its operating system. However, if this is an error what does it look like? If Windows 8 does not protect consumers and enterprise users a high level of security, it will be difficult to attract users.

2. bad Tablet experience

Microsoft launched the Tablet Surface. This tablet will become the standard for judging other Windows 8 products. If the Surface is welcome, then in other Windows 8 tablet will do very well. If the Tablet Surface provides a lower level of experience, Windows 8 will be in dire straits.

3. delayed

Although Microsoft wisely decides not to now say that Windows 8 will be available when it would be, however, Microsoft has made it clear that Windows 8 will be launched in autumn this year. However, if you delay, real trouble occurs. Hardware OEM manufacturers and consumers (especially corporate users) don't like delays. Windows 8 delayed publishing may also delay new PC shipments. This will give some time PC buyers considering buying Windows alternatives, such as Apple's Mac computers. Besides, I have to say Apple ipad has big effect on Windows 8, ipad is so hot, even

best ipad

cases are also hot! What is more, iphone cases are hot too, for

example,
cute
iphone4 cases.

4. the Pumas continued popular

As Apple preparing to launch Mac OS "Cougar" operating system, the market does not believe that no one in this operating system that it will be crowned with success. Because of this success, Apple's operating system will deal a blow to Microsoft's Windows 8. If Microsoft's main competitors are to attract the user's attention, how Windows 8 could count on to withstand this pressure?

5. desktop computers continued to decline

According to most research firms said, desktops will be eliminated. Of course, the desktop computer will not soon be eliminated. However, desktop computers shipments have a significant declined. Laptops and ultra are replacing desktop computers. Even the tablets are at the expense of desktop computer sales. If the desktop computer sales declined sharply, sales of Windows 8 would be compromised. According to some analysts, which are not possible.

6. bad hyper-extremely application

Ultra is designed for mobile users of ultra-thin and ultra-light laptop, may dramatically improve the Windows ecosystem compete with Apple's MacBook Air laptop and iPad Tablet's status. However, if the prices remain high and demand are weak, Windows 8 will get into serious trouble.

7. Apple iPad initiative

Apple's iPad is probably a product that has a significant impact on Windows 8, however, discuss the often ignore the problem when talk Windows 8. iPad is Microsoft's new Surface Tablet's main competitors, and people will look at iPad tablet computers to identify Microsoft. If sales of the iPad Surface damage, the application of Windows 8 will be depressed.

8. Microsoft makes an effort to diversify

For years, Microsoft has focused on PC operating systems and application software. However, in the past 10 years, Microsoft has been through the development from the media player to the video game machine and so on all products to achieve diversity. This undermines the Windows Vista. If Microsoft did not focus on the most important task at hand, it would also damage to Windows 8.

9. the enterprises do not want to upgrade

As Microsoft is well understand that, enterprises are not very eager to upgrade to the latest and best products. Instead, companies need time to determine whether a specific product is ideal for its future. While the use of Windows 8 is expected, however, the downturn of the economy will affect business, is not yet clear when will the freeze spending began to thaw. If this takes longer than people expected time, application of Windows 8 may encounter some problems.

10. Windows 7

Windows 7 is a very popular product. In fact, Windows 7 is currently provided in the software life cycle of Microsoft's most popular products. Taking into account this fact, how Windows 8 will not be affected? Indeed, Windows 8 is a better operating system (so at least on paper). However, for many people, this is not important. Windows 7 is a known quality of the operating system. Just like when Microsoft launched Windows Vista as Windows XP users do, households and businesses many users will take a long time to upgrade. This may be true, despite the much better than Vista Windows 8 and Windows 7 was a big step forward.

Following Apple published iOS6, and Microsoft Published owned brand flat computer Surface and WP8 phone operating system, Google also defiant to launch a "big" of counterattack: last week in United States San Francisco held of Google 2012 I/O Developer General Assembly, Google "big" to house 6,000 name participants who per person distributed has a heap Google latest of hardware products--including a Department NexusGalaxy phone, and one Nexus7 flat computer and a Taiwan NexusQ Media Center, total value \$ 847!

More large of "Rockefeller" is Google that a heap hardware hosted with this Internet giants on Apple and Microsoft of counterattack--Apple iOS6 abandoned with Google map, Google latest of Android 4.1 system (also name JellyBean, jelly beans) with Shang has 3D map, and can Offline Download; Apple iPhone 4S has blockbuster of Siri, this back Google also push has a beyond "Siri mother" of voice Assistant Google Now; also has flat computer, Microsoft Surface tablet in front of Google Nexus7, really nothing, the latter price of only \$ 199, or quad-core processor! Also, the mega ultimate "Nirvana"--Google glasses filled with next breath (Google Glass), developer version it will be next year, cost up to \$ 1500!

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Fri, 6 Jul 2012

6:13 AM

A next round of seek hegemony

In recent times, the mobile operating system market has a show all the time, on June 11, the United States Apple unveiled a new mobile operating system on its WWDC2012 it iOS6; On 6 21st, Microsoft in the United States at the developers Summit, held in San Francisco, has officially released its latest Smartphone OS WindowsPhone8; On 6 28th, Google released a new generation of Android operating system on the current I/O Conference "JellyBean" As the three giants of the mobile phone operating system, such a high density to publish the upgrade product, three supremacy means that it goes without saying that new round of competition for the field of operating systems which has pulled the curtain.

Smartphone operations staged in the area of three kingdoms

For mobile Internet, June is a crowded month. In just the last just over a period of more than half a month, big update in the Smartphone operating system , from iOS6 to Windows Phone8 to Android Jelly Bean again, kill the hottest of the three kingdoms is in the area staged by the operating system.

First Apple to debut iOS6, on June 11, the United States Apple in its iOS6 WWDC2012 Conference has announced a new mobile operating system, the new operating system will be based on the "Apple" mobile communication equipment free of charge to users of the existing support for open download. It is understood that Apple's new operating system iOS6 this announcement will support Apple devices including: Ipod touch4, iPad2, new iPad, iPhone3GS, iPhone4 and iPhone4S.

Followed by debut was WindowsPhone8,6 months, Microsoft in the United States at the developers Summit, held in San Francisco, has officially released its newest--WindowsPhone8 Smartphone operating system. Distance from publishing it under its own brand Tablet Surface that is using Windows8 operating systems only 2 days from Apple WWDC published on OSMountain Lion and iOS6.0 in less than ten days. What is more, Apple accessories are hot too, though iphone5 is not launched, more and more iphone fans have bought iphone accessories on best case mall, such as cute iphone cases, stylish iphone cases, cool iphone cases and so on.

How can mobile operating system compete absence of Google figure, following the WP8 was released after 7 days, GoogleI/O2012, held in the early hours of June 28 press conference, Google showed the developer Android4.1JellyBean mobile operating systems, it is learned that the system will be launched in mid-July the official push to the user.

By virtue of Apple iOS systems, Google relies on Android step by step, Microsoft with win8 follows catch up, surrounding the mobile OS wars in the future will be more intense.

Three systems have an advantage with their own characteristics

Look at iOS6, Android4.1 and WP8, of course, they also has their own advantages, different characteristics.

Apple iOS6 application has achieved a greater degree of integration. It is understood that iOS6 is fully integrated

Facebook, two giant is looking forward to go hands. now it can directly share state, photos, combine with iOS FB dynamic calendar in the iOS main page in FB; given the API being developed by third parties, is expected to shortly after all the iOS application that consolidates FB feature.

In addition, the iOS6 adds more than 200 new features, starting with Siri. It became more intelligent, able to answer "what movies are now" problems as such. It is special that Siri will support a number of new languages. China most "powder" concern is Siri also started Chinese voice manipulation, even if the Chinese speech recognition is more complex. At the same time, iOS6 operating system will add VIP mail, card management systems, and new accessibility features, at the same time improving the FaceTime video calling features, maps, navigation, Safari browser, joined the reader feature in Safari.

Windows Phone8 highlights many improvements have been made in a number of functions. Such as support for NFC, supports the dual-core processor, seamless adaptation Windows8, use Nokia maps, built-in IE10, Metro application interfaces can be adjusted, suitable for Windows8 compared to previous-generation products such as achieving a significant upgrade.

In addition to the product itself, Windows Phone8 's largest span is Windows8 Windows kernel, enabling seamless application suitable for Windows8 and suitable for Windows8, this Microsoft Windows implements the smart phones, Tablet PCs and PC adaptation

and integration of the three terminals. This means that some time in the future, developers will be more interested to WindowsPhone, and for consumers, WindowsPhone application growth potential is also greater.

Google Android4.1 has conducted a number of optimization and improvement, and includes a number of very attractive new features. Compared to representing system, Android4.1 system has a higher number of frames, system not only better display, more smoothly overall user interface. In the new system, the input method has greatly improved. First of all input from the keyboard has improved, you can better predict the input. At the same time, new systems for voice input functionality in an offline state.

Android4.1 systems also vastly improved the functionality of the notification Center. In the new system, the notification Center can display pictures, while without opening the application cases, the photo-sharing to social networks.

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Mon, 9 Jul 2012

6:45 AM

Nexus 7 PK Kindle Fire

San Francisco local time the morning of June 27, 2012, Google released the long rumored Google's first tablet Nexus 7 at the Moscone Center Convention Center. This tablet has not been published, which is considered to be rival tablet for the Amazon Kindle Fire, are you sure will become a powerful competitor to Kindle Fire?

Nexus7 built-in quad-core, carrying Android operating system 4.1 Jelly Bean, 1GB RAM, 1.2 million megapixel front-facing camera and 1280x800 resolution; look at Kindle Fire, Android 2.3.3, 512MB RAM, the resolution is 1280x600, is not equipped with a front-facing camera. Difference in price is \$199.

If the comparison and prices slip from the hardware, Nexus 7 seems to end/losing Kindle Fir. Then, in the face of higher than the Kindle Fir configure Nexus 7, consumers will pay you? This is the most important.

Reason for consumers to buy Kindle Fire

Nexus7 put Kindle Fire as its competitor, it must beat Kindle Fire. We look at the user why buy Kindle Fire.

In the Kindle Fire He Xi has said: Amazon new content article of trafficking in weapons introduced Kindle Fire2. "Amazon 2007 paper launched the Kindle book reader. But this product really caused a tremendous impact on market, it is at the beginning of 2009 after its second generation Kindle 2 was released. Simple and convenient user experience is the core value of Kindle 2 products that is available to users. In 60 seconds, users can start reading a book would be allowed, this is the focus of Kindle 2, is also attracting a large number of users important reasons to purchase this product. When readers on TV or other media, when you see a new book describes, be both read impulses. Kindle 2 provides convenient buying books and wireless book downloads, designed to minimize this impulse to translate into actual purchase threshold. What is more, Apple iPhone5 is coming, more and more iPhone fans are looking forward to it, even some fans have bought iPhone accessories in best case mall, such as leather iPhone cases, bling iPhone cases, cool iPhone cases and so on.

According to statistics, the quantity of each Kindle users buy books, is 2.7 times of their purchases before the Kindle. According to United States technology blog TechCrunch reported, Amazon CEO Jeff Bezos Kindle Fire conference revealed an important data, that Kindle store eBook quantity exceeded 1 million in just four years. Bezos said that four years ago at the launch of Kindle, "Amazon has only 90,000 copies of books, now this number has exceeded 1 million, this does not include copyright-free e-book sales." In 2008, Christmas day, Amazon digital sales exceeded for the first time in the history of the book in paperback.

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From here we can see, users buy Kindle Fire, which is required due to reading (content consumption), and the consumer behavior is based on rich content platform in the Amazon.

Give users a reason to purchase Nexus7

Is hardware? To be honest, Nexus 7 configuration is good, but He Xi is not optimistic about the 7-inch tablet, including Kindle Fire as well. This size is rather than smart phone easy to carry, but also as iPad looks good. Now, Amazon recognized this dimension is not the best platform size. According to foreign media BGR reports that Amazon launches Kindle Fire the new version will contain two versions of--7 inch and 10.1-inch versions. 7-inch version will be named Coyote, dual-core processor inside; named Hollywood version 10.1-inch, built-in quad-core processors. 10.1-inch version will be

published first.

Content? So far, Google has not been won in their content and media consumption consumers widely recognized. On March 7 this year Google officially announced the launch of Google Play, makes Android Market, Google Music, Google Books will become part of Google Play. It seems that Google is already laying out. But Google Play and the Android Market is no different, Google Play only to change how the Android platform provides content to enable more renders the content in the app store.

But Nexus 7, Google Play could not solve its content sources. Google currently Play in shops, for Android tablets dedicated application or rarely, many applications simply transplanted from Android smartphones.

Conclusion He Xi believed that if just Nexus 7 wants to by virtue of higher hardware and low price lets users pocket, this will not be too great. Nexus 7 does not pose a threat to Kindle Fire. Unless Google can provide enough rich Tablet applications, otherwise the user to buy Nexus 7 on a large-screen Smartphone, but not as good as Smartphones.

Although Amazon currently is phone manufacturing industry of new, but from flat manufacturing area, Amazon received cargo quite feng, phone and flat of concept many local are is common of, Amazon in Kindle series flat of manufacturing process in the has accumulation has quite of experience, like Kindle series of UI, these are can followed to phone and service--own of software shop Amazon App Store, which also has digital music and digital film sales service, on phone manufacturer, These are very valuable assets.

Why several of the above conditions that are a very valuable asset for handset makers do? There are two reasons. First, consumers tend to easier access to goods, so this means that most of the Amazon mobile phone users will be using Amazon's service, purchases the commodity it provides.

Second, Amazon makes money from these services, unlike the other pay services of mobile phone manufacturers, such as Nokia's OVi store, since the opening, has been deserted, and now remains in a dead State. But Amazon itself is doing the digital store, plus the Kindle series service before sales practice, which has developed a practice, an eco-mode. So, not only can make money by selling mobile phones, Amazon can also make money by selling services. In this mode of operation, typical of Apple a success, proved that can seize the user mode and relative to rely solely on making money selling hardware to mobile phone manufacturers, this model

more competitive.

Due to these services, early results of a questionnaire survey show that relative to the Facebook phone, consumers expect Amazon's mobile phone.

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Tue, 10 Jul 2012

6:56 AM

Different perspectives on Apple iPad Mini

In this year June of I/O General Assembly, we can see that Google published Nexus 7, which the purpose is for Amazon and Apple, now including Samsung of dozens of home manufacturers are in with differences of size, in flat computer just entered people's life early, Apple iPad may have led of advantage, however on currently seems, Apple iPad of advantage only saves App Store inside of content. Now the hardware configurations of iPad are less than Samsung, the concept is less than ASUS, Apple iPad is not flexible like Android tablet device to meet users' needs.

There were rumours that in early this year Apple will build a 7-inch Tablet-iPad mini, rumor-ridden at that time, but was considered impossible by many analysts, but in turn think about Steve Jobs if the ownership of iPad mini will not appear, and now is the Tim. Cook is in the shots, I think the launch of iPad still have great potential.

Recent foreign large media coverage, Apple iPad mini will be launched in October this year, while log market in early 2012, iPad mini size may be maintained at between 7-inch and 8-inch, but iPad mini does not have the Retina display screen, of course, price is not very high, only \$ 249, about 1580 Yuan or so. It appears that Apple are starting to gradually focus on 7-inch tablet computer market, this article will be from the perspective of multiple iPad mini authenticity.

GALAXY TAB-era of multi-dimension plate

On in last weekend held of "moved Internet innovation General Assembly", author had a privilege to chat with several moved Internet company of BOSS, for development team and entrepreneurship company, entire industry chain of top is Google, and controlled by Microsoft and Apple, this is undoubtedly, however several BOSS coincide of Samsung and Amazon into industry chain top in the

ranks.

First see Samsung, Samsung and Apple are full industry chain mode of giants that have integration and transformation, actually Samsung full has capacity research and development belonging to own of operation platform, then again with machine sea tactical large area cover promotion, believe if Samsung does this, now of smart operating system in the Bada certainly has a seats of bit, and smart of Korea people do not do this, the reason is simple, used open source of Android system is a win-win of things, and effectively reduced its research and development, and promotion of cost. What is more, Apple iphone is coming, more and more iphone fans are looking for forward to it, even some iphone fans have bought many iphone accessories, such as unique iphone cases, cute iphone cases, metal iphone cases, leather iphone cases and so on.

And early Apple was defined for content service provides commercial, is to start out as software service, while Apple in Terminal manufacturing area by outsourcing business to reduced products cost, then through innovation of software service improve profit, and Samsung itself is belonging to Terminal manufacturer, and has many products line, phone/tablet just which a, and in recent years Samsung also gravity gradually transfer to moved device, such seems Samsung and Apple maximum of difference is, Samsung has many moved Terminal core parts of production capacity, and Apple no Samsung in-depth cooperation with Google so that it has enough control over the whole industry chain, from long run Apple passive many.

See products, I just has said Samsung has moved Terminal core parts of production capacity, with Google Android of forces, it wanted to build what of products, can with "do whatever they want" this word to described, in tablet computer products in the tablet computer time, Samsung of GALAXY TAB has more size of tablet era, carefully wanted to wanted to initially of P1000 has joined 3G communications features, let phone and tablet of boundaries increasingly fuzzy, because such of products opened new of market, Let Samsung see has new of opportunities, while also let user has more of select, P1000 large sold is inevitable, and follow-up of 7 inches of GALAXY TAB P6800/6810, and GALAXY TAB 2 P3100 is snatch Apple iPad part user, from Apple also gradually began to pay an attention with Samsung this opponent, recent Apple to Court submitted 96 million dollars of guarantees gold let Samsung of

Galaxy Nexus in beauty banned, Apple next is also aimed at the Samsung GALAXY TAB 2 tablets.

Kindle Fire-content value maximization

To tell you the truth early I have doesn't look at Amazon Kindle Fire products, because some content and functionality cannot be achieved under the network environment in the country, while Kindle Fire has single purchasing channels of in the country, because "acclimatized" Kindle Fire user penetration rate in the country is not high.

But from the entire Amazon context, Kindle Fire has a great significance and it is doomed to success, first of all, we know that Amazon is the world's largest e-commerce companies, it also has the world's largest online sales network, Amazon provides online movies, music, books, games, rich in resources such as software, its contents are not inferior to Apple's App Store.

See Amazon Kindle Fire with the background of product, Kindle Fire is using a Texas Instruments TI OMAP 4 processor, and matching 512MB RAM and ROM 8GB, the front of the fuselage on a 7-inch 1024x600 IPS resolution touch screen, supports a ten-point touch, while Kindle Fire aboard the Amazon based on depth custom Android interface, that is relative to the other tablets, this deep customization system is closed, because the user cannot install third-party applications (under the condition of non-escaped), all App must be moved from the Amazon store.

I would like to say is that Kindle Fire is priced at \$ 199, about 1300 Yuan, so cheap you can stand it! However this is where Amazon smart, I said before for Amazon's Kindle Fire is significant, I believe that Amazon CEO Jeff bezos has's strategy is to allow users to "spend less and spend more money" models coexist, through cheap terminals to attract users, and then through a large number of content allows users to spend, inside and outside earnings of the Amazon is in.

While Amazon is also thinking, "the mobile era" needs a big-screen media to host, sell their own content, and 7-inch Tablet is the best choice, relative to the Apple iPad, on premium content like the condition of the premise, more underscores Amazon Kindle Fire smart product strategy, flexible to meet the market demand.

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Sat, 14 Jul 2012

5:39 AM

Do you know Classical Microsoft products

Classical operating system Microsoft Windows XP

IDC published the 2011 global software market report on June 15, 2012. Microsoft ranked first in all software companies revenues, 1 time is higher than 2nd-ranked competitor, firmly occupy the dominant position of the software. And in a few years ago, Microsoft was more pressed on Apple rivals such as Google, which was the IT high giant of the first.

So how did Microsoft become the IT Giants and for so long? Good products that relied on Microsoft for so many years! On June 19, 2012, Microsoft released Microsoft Surface flat. Microsoft also recently announced the Windows 8 operating system will be released in October 2012, it can be said that these are only an epitome of Microsoft products. As a software superpower for nearly a decade, numerous Microsoft products can be said, here we take a look at three excellent product of Microsoft!

Classic of the classic Windows XP

If the award most influential operating system for Microsoft, I think Windows XP is doing my part, many of Microsoft's success are based on the current Windows XP strong rule, even now, XP version is currently most used operating systems, both Apple's OS system, also is open source Linux, cannot be compared with Windows XP.

One of the operating systems Windows XP is that Microsoft introduced in 2001, which "XP" is "experience" abbreviation, including Home Edition, Professional, 64-Bit Edition version.

Windows can say Windows XP is set all outstanding performance in one of the earlier version of the Windows operating system, which is an important step towards dominance of Microsoft.

As the then ruler of operating systems, Windows XP an inherited Windows outside any outstanding performance in one of the earlier version, also has its own many significant features, and it is these remarkable features make Windows XP become the most powerful Windows family of operating systems. This is by far the most preferred operating system.

The most to look forward is Windows 8

If said Windows XP is Microsoft most classic of a paragraph products, then Windows 8 must is most worth for we to look forward to of a paragraph products, although official version has not yet publishing, but on Windows 8 of message is flying, this Windows 8

can said is Microsoft of maximum efforts a paragraph products, and from various disclosure of message view, this paragraph products regardless of is design also is features aspects are more greatly of upgrade than before.

Recently, a Netherlands Web site Bouweenpc.nl claimed, anonymous OEM from reliable sources shows that Windows 8 will be officially released on October 28 this year, this message is also in line with Microsoft on "end of October" published description. The news immediately attracted the attention of the majority of users, after all, people had waited too long for this product.

Windows 8 is a revolutionary change of Microsoft operating systems. Day-to-day computer operation of the operating system is designed to make people more simply and quickly, in order to provide efficient and easy work environment. While Windows 8 will support Intel, AMD and ARM three chip architecture. This decision means that Windows system will begin to move towards more platforms, including Tablet PCs and PCs. Even Windows phone 8 will be used and the same kernel as Windows 8.

The Microsoft Windows 8 will boost its hacked in the tablet computer market, form with iOS, Android becomes the tripod and your desktop operating system, and further consolidate its dominance.

Now Apple iPhone5 is coming, more and more iphone fans are looking forward to it, even some people have bought a lot of iphone accessoires, such as

bling

cases for iphone, leather cases for iphone, cool cases for iphone,

unique

cases for iphone and so on.

Microsoft Surface VS Apple iPad

June 19, 2012, Microsoft in United States Los Angeles released Window 8/Window RT Tablet Surface. Microsoft Surface was developed by Microsoft's first plane computers, which combines the technologies of Microsoft hardware and software, may be made directly by hand or with the sound on the screen instructions, touch and other things, physical to and interact with the computer, without the need to rely on hand strain of mouse and keyboard.

Microsoft Surface sharp is not seen by other experimental designs interactively, or said that there is no such expression and careful, that is a physical interaction between the substance and the Microsoft Surface, through virtual and reality, such as Zune on Microsoft Surface formation of virtual scene. It can be said that this product is of epoch-making significance, will also assume

confrontation on the tablet computer Apple's task.

Microsoft CEO Steve Ballmer and Division Stephen Sinofsky have repeatedly stressed that the Surface hardware device is tailored for Windows 8. Rather than saying it is hung with Microsoft-branded tablet, we might as well be seen as the hardware device manufacturer has a long history of Microsoft in pursuit of technological innovation, while seeking to match the Windows 8 hardware device development products alone.

In Microsoft's announcement in the Surface seem unassailable, and already has part of the iPad does not have the feature. In addition, Microsoft's Touch Cover is expected to become a major highlight of the Surface on an external keyboard. This accession will make consumers buy tablet when you consider the product.

Major browsers Internet Explorer

Internet Explorer, some people may not remember nothing, but if the IE browser, then I believe that people who are exposed to computers will find the IE browser. Microsoft launches a Web browser, which is currently the most widely used Web browser.

Internet Explorer is a component of Microsoft Windows operating systems. Starting from Windows 95 OSR2, which is bundled as default browser in all new version of the Windows operating system.

In the recently-released June 2012 mainstream domestic market share rankings, statistics and Baidu from CNZZ statistical data showed there is no doubt that IE series topped the first, occupied the browser market as high as 51.49%.

Now Microsoft has IE10, IE10 Desktop Edition is almost no different from IE9, IE browser is still in developer preview of the Metro interface stage, though not perfect but shows Microsoft's determination to bring IE to mobile platforms. Reset the mobile device with the tab bar of experience to the extreme, we look forward for it!

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Sun, 15 Jul 2012

11:22 PM

Do you think Amazon should enter the Smartphone market

Beijing time on July 15, United States Science and technology site eWeek wrote a report on Friday, although Amazon got the success in the tablet computer market, the online retailer should not enter the Smartphone market, and lists the cheapest policy is unlikely to top 10 reasons.

Multiple reports and speculated that showed that Amazon is planning to enter the Smartphone market. The online retailer first enters the Smartphone market this year, improving existing Kindle Fire product line. As far as the message, Amazon does not indicate that they will further expand the mobile area, has not even confirmed that it would enter the Smartphone market. Even many analysts and industry observers believe that it is only a matter of time.

For Amazon, but that they should not enter the Smartphone market. If measured by the success of the Apple iPhone, a smart market is in a good area, but not all companies were Apple. Also, Amazon has learned it in field of Tablet, Apple products and competition are a very difficult thing. At that point, Amazon would do well to stick to Tablet, retailing and services, intelligent machine left to other manufacturers in the market. Here's what Amazon should not enter the Smartphone market top 10 reasons:

1. cheap policy serves a useful purpose.

In the Tablet market, Amazon can stand out with cheap equipment, because the Tablet is a luxury device. But smartphones are necessities of life, consumers often want to buy the best products. Even more important is that in the minds of many consumers, the best smartphone is iPhone--a two-year contract price of USD 200 product. Simply put, in the smart phone market, cheap price does not played too large a role. What is more, Apple iphone5 is coming, more and more iphone fans are looking forward it, even many people have bought iphone5 accessories in best case mall, such as leather cases for iphone, stylish cases for iphone, cool cases for iphone and son.

2. intelligent machines is not a Tablet

Amazon does know the tablet computer, which is why they are able to succeed. But the Smartphone market is more competitive, but also has different rules. Amazon needs to maintain good relations with operators, so that the latter will market their product as possible. Competition in the Smartphone market with the larger Tablet difference between difficulty than the latter.

3. Amazon not good at design.

It should be noted that there is a very important factor is that Amazon was able to stand out by virtue of cheap Tablet PC, is because consumers are willing to give up high-quality design. Taking into account the Smartphone market is much different, the design is King. But the problem is, Amazon still does not show that they really know how to design high quality.

4. the need to support 4G LTE

Taking into account the Amazon may follow the example of Tablet on the Smartphone strategy, they might give up some key features, which may include 4G LTE network. Looking to the future, 4G LTE is definitely smart machines must have features, but if the products like Amazon Kindle smart phone is missing this feature, the future will certainly suffer in big trouble.

5. Android systems

Kindle Fire is the key to the success of don't even know that it is running Android system for consumers, but Amazon will take on the Smartphone product the same policy is not known at this time. After all, Google is now strongly promoting "jelly bean" Android 4.1 system, consumers may want to Amazon Smartphone running some of the features of the system. If Amazon does not do so, may cause damage to them.

6. the time was not right

Some reported that Amazon will put on sale its smart phone products at the end of this year. If that it is the case, Amazon will get into trouble. Because Apple will be released in October, iPhone 5, Amazon does not want to see is the direct confrontation with the iPhone, but it is unfortunate that Amazon may not be able to escape this robbery.

7. the lack of long-term strategy

Due to development of cheap equipment, Amazon does not seem to be ready for the establishment of a comprehensive, long-term strategy, but rather focus on binding outdated components to sell products cheaper, this strategy was no doubt shortsighted. In the smart phone market, Enterprise general development policy for many years, short-term policy is not very useful.

8. the service is not the first

Amazon can sell products cheaper part of its purpose that is to sell their service. The online retail companies believe that, the more consumers to register their service, the better. In the Tablet market, this one may still can do it. But in the Smartphone market, Amazon needs to remember that is, the only way to enable consumers to purchase equipment and with a two-year initiative is, let consumers prefer mobile phone. Amazon reverse lines, this is a

mistake.

9. location is unknown

In the Amazon before the final into the Smartphone market, the company needed a positioning themselves, identify their policy impetus. Amazon is a retail company that provides hardware? Is also a hardware company that provides online services? Amazon does not seem to know. If they clear this point, they might turn away from the Smartphone market.

10. too many hardware

Amazon needs to be vigilant is, too much hardware is not always a good thing, after all, hardware is more expensive, research and development process could not be ignored. Even worse is that after the publication of a single product that Amazon may not be able to devote more funding to a series of product launches in the future. In this regard, Apple or RIM hardware development may be a better alternative companies, retail companies like Amazon to provide complete mobile product line there are many uncertain factors.

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Mon, 16 Jul 2012

9:17 PM

Full Analysis of the Future of Microsoft

Beijing time on July 16, according to foreign media reports, different analysts have different points of view about the future of Microsoft, it was believed that Microsoft would continue to scenery infinite, it was considered that Microsoft would be plunged into an abyss of suffering. Critics said that Google and Apple dominated in the mobile space, the software giant was awkwardly let your mobile business shrinking. Windows operating system, although it still dominates, its importance for consumers is becoming increasingly smaller. But, worst of all, the company has not yet had any innovative product that can attract the customers eye. Of course, from another side, Microsoft continues to be most powerful competitor in the operating systems and Office software markets, and IE browsers that it is sufficient to envy of the clash. Coupled with Microsoft's huge profits and cash reserves, the company clearly remains one of the most important software companies in the world.

However, in the next few months or several years, several

factors will ultimately determine the success or failure of the software company. Microsoft's own product and innovation service may ultimately decide: Microsoft is to continue to exist as top technology company, also like many before it, creative companies, with the passage of time, gradually reducing its wealth and influence. Let us take a look at possible future achievements or destroyed 11 factors of Microsoft.

1. Windows 8

Microsoft plans to release Windows 8 later this year, the company wants consumers and enterprise users will be able to warmly welcome this new operating system. If so, Microsoft has almost guaranteed success in the next few years. However, if the matter if there are changes, Windows may be in decline. Besides, Apple iPad3 have launched, what is more, Apple iPhone5 is coming, though many people have bought iPhone4 and many iPhone4 accessories, such as cute cases for iPhone4, metal cases for iPhone, stylish cases for iPhone, unique cases for iPhone4 and so on.

2. Surface tablets

Microsoft's ultimate decision relies on the Surface into the tablet computer market. In all respects, the Tablet is likely to become a strong competitor of the Apple iPad, and carries Windows 8 Pro, it may become the preferred tablets in the enterprise market. If it were successful, the Surface may consolidate the position Microsoft in the Tablet market; if it fails, no one could predict how Microsoft's mobile sector will face a fate.

3. Bing search engine

Microsoft's Bing search engine is the company's deal with Google tool. Recently, the search engine won the "major upgrades", the home page is changed to a three-column design. However, the crux of the matter is that Bing's market share still lags Google. Within the next few years, Bing may dominate, but it will certainly weaken the leadership of Google.

4. The game

While Microsoft is known for its Windows and enterprise applications, but the company has started slowly but determined to become the leader in the gaming area. The software giant's Xbox 360 video game sales are more than any other game devices in the market in the United States. Next year, it also plans to launch a new game machine.

5. Cloud services

World of the future will be a cloud service, it is no secret.

Microsoft seems to have realized this, it launched SkyDrive network hard drive and Azure cloud services. However, the company later realized that the development potential of cloud applications is still lagging behind in this regard. In the area of cloud computing services, Microsoft is far from becoming mainstream competitors. It needs to catch up, which is expected to be the only winner in the cloud services market.

6. Ballmer

For many listed companies regulators, Microsoft CEO Steve Ballmer is a mystery. The one hand, in accordance with the financial measure, he has done very well, helping his company has produced billions of dollars in profits every quarter and to shareholder value. The other hand, he was responsible for Microsoft's mobile sector struggled. To date, Microsoft has failed to find an effective way, catch up with or against Google in search and mobile operating system status. Key figure of the future direction is determined by Steve Ballmer of Microsoft. He must prove that he can let Microsoft remains strong, and a dynamic and innovative company to the next generation.

7. Online service

People should be aware that, in addition to the cloud and Bing, Microsoft online services must also provide a large number of people like, otherwise it will not be able to maintain its position in the industry. This means that, in order to compete with Netflix and Pandora, Microsoft SkyDrive network hard drive have to be developed, and provides streaming media services. No matter is willing to do so, in the next few years, Microsoft must become a company focused on the network, or it will face expulsion from Council's fate.

8. Office software

For many years, this platform has been those who wish to work in the home, Office or school task Office software of choice. Despite Microsoft's rivals have suffered a variety of approaches and competition, but the company continues to be the Office software market leader. However, within the next few years, as networked Office software, Microsoft will need to be able to change with it. Office software has always been a great concern to Microsoft products.

9. Adaptability

For many years, one of the greatest errors is committed by Microsoft that is still unable to adapt to the changing times. As rivals to a more convenient, more flexible new development models, the larger company seems to have been too rigid. Today, the difference between success or failure is adaptability. Microsoft must prove to the people that it understands this.

10. Tablet

Microsoft claimed that, by virtue of its Windows 8 operating system, the company's strong hardware partners will be able to enter the Tablet market. However, market analysts predict that in the next few years, Microsoft will not occupy a larger share of the Tablet market. Microsoft's success in mobile, depended on the company's ability to attract Tablet buyers. Microsoft must bear this in mind.

11. Important acquisitions

Finally, Microsoft must keep in mind strategic acquisitions for its business, there are no harm. That is why we say that Microsoft acquired Skype is a good move because last year, which is why the company should make good use of its billions of dollars in cash to reserve this year. To rapid success in the important markets, Microsoft must acquire companies with innovative products and technology.

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Tue, 17 Jul 2012

8:31 PM

Microsoft and Apple will become head-on competition

Gates visited United States well-known moderator Charlie Rose's talk show is mentioned: Windows 8 will "kill" the traditional PC.

Microsoft CEO Steve Ballmer said that Microsoft will get involved in any area of Apple instead of full competition. At the same time, Ballmer did not rule out possible Microsoft Smartphone.

From the moment we can see Windows 8, in addition to the Metro interface in this "skin", seem to not see too many differences with the previous operating system. How can Windows 8 to "kill" the traditional PC? How can Microsoft take full competition with Apple?

All of this secret, it could be the "Metro". And this is exactly what Microsoft has spared no effort to promote the Windows 8 and Windows Phone important features, is currently we see Windows 8 and Windows 7 maximum difference.

Metro, is also known as the Metro UI, have been used to move the operating system Windows Phone 7 and a variety of Microsoft products, Microsoft Segoe font family--Segoe, of the WP--of the system font. Microsoft has confirmed that this design style is part of Windows 8 and Windows Phone 8, and, according to the latest leaked private pictures, next-generation Office will also use this design. Microsoft also plans to apply this design style to Microsoft's other products, such as the Xbox 360.

Metro means subway in English, airport and subway signs to Microsoft design team inspiration, design team said that Metro is derived from United States, Washington, King County Metro logo. Metro identifies the style of physical fitness of Chinese characters attract people's attention. Microsoft thinks the Metro design theme is: "smooth, fast and modern". Metro icon design will differ from Android and iOS.

What does Metro have any relation with Operating system? To understand the METRO, the first thing to understand Windows, what is Windows, this problem may sound stupid, but this is the key to helping us understand Metro.

From DOS to Windows, the biggest change is through the graphical interface GUI to operate a computer, instead of the DOS command line input. In the past many years, the operating system becomes more powerful, increasing volumes. We used to install the system, Setup, storing data, run the program, enter data, findings of the model, driven from the CPU, motherboard, hard drive, memory, video card, and the era of the PC keyboard and mouse as well as related industrial ecological chain of application software.

However, in the era of Internet penetration, cloud computing is approaching, we suddenly discovered that the data stored in the cloud, computing in the clouds. At this point the PC of a data input and output interface, users need to simply find an application entry, in addition to other special requirements such as high-performance gaming, PC in the local need for operation and storage in the future will be less and less.

Based on such a change, the operating systems will have a very significant change in the future, we may not need some of the hardware devices in the original PC, or demand will gradually reduce the performance of the hardware devices, more users is needed to quickly find the entry you want in their various applications, operation, feedback, and storage of data in the cloud. However, Apple iPhone5 is coming, more and more people are looking forward it, even some people have bought best

iPhone cases, such as unique cases for iPhone, leather cases for iPhone, stylish

cases for iPhone and so on.

Under such a situation, those future operating systems may no longer need the original systems management capabilities or programs that do not require sophisticated management features, and so on, you need to provide only an Internet access portal, as well as more convenient management interface. From the traditional point of view, browser interface is the most suitable for this thing, after all, so far we have access to the Internet most of the time needed by the browser, until you see the APP application mode. More and more APP applications appear, and most application APP, is actually an Internet application interface, as more applications, management is becoming increasingly important to the application, how can found in the application of a large number of one of your own? METRO interface is perhaps similar to the subway Microsoft considers the best APP application management solutions, Metro was born.

We can boldly predicted that Windows 8 will now use switched pattern using the Metro and two traditional operating system interface, which is only a transition programme, this new Windows can be the current ecological environment has not yet fully in place of care in the case of traditional developers, but also take care of most users in the use of traditional operating system.

In the future, the changes of the system of WIN9, WIN10 may be greater, Windows will become a real platform of the future: app store, all developers can develop in the above application, users pay-for-use, Microsoft and developers into, this is Apple's model? In order to create this ecosystem, Microsoft even like PC-end operating system, Windows Phone 8 instead of the NT kernel, abandoned Windows Phone 7.5 WINCE kernel, resulting in Windows Phone 7.5 mobile phone cannot be upgraded to 8, is the eco-system in order to make mobile phone operating system and PC OS ecosystem that fully opened. For developers of Windows Phone 8.0, their application is readily available from a large number of users on the PC side, Microsoft, can also be translated to the Windows Phone application developers on the Windows platform, and allows developers on the Windows Phone platform number, application number, and significant increase in the number of users, become a huge ecosystem. Microsoft at the short-term sacrificing the interests of arrested Windows Phone 7.5 mobile phone manufacturers such as Nokia introduces a new NT kernel Windows Phone 8,

well-intentioned, only in this way can help Windows Phone that subsequent Smartphone system more competitive, it is difficult to compete head-on with the IOS, and ANDRIOD.

Windows operating systems in the future, will probably leave METRO this "skin", and at this time, like METRO UI interface will become the core of the operating system as a whole, the traditional concepts of operating systems will be completely subverting traditional PC concept is subversive, perhaps this is what Bill Gates says "Windows 8 will kill traditional PC." After the opening of the Windows and Windows Phone ecosystem, also becomes the platform operating system, this is what Ballmer said "compete with Apple head-on".

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Wed, 18 Jul 2012

9:20 PM

Apple iPhone will be launched on this fall

According to most reports, Apple iPhone 5 will be introduced in the autumn of this year. When this happens, Apple is expected to provide fresh from the design to the larger display of all things.

The better thing is that iPhone 5 will contain 4G LTE, NFC technology and the rumors that iPhone 5 will have many of the improvements. These will significantly improve the iOS eco-system. However, the iPhone 5 will not be a major upgrade, here are 10 reasons.

1. All signs indicate that a nominal upgrade

While some argue, adds 4G LTE service and processor to iPhone 5 is an important upgrade, however, is not the case. These are iterative upgrades to Apple in order to maintain competitiveness. Even a slightly larger display is not a surprising increase in functionality. All the presumed iPhone 5 features seem trivial.

2. It is difficult to find any amazing new things

It is difficult to see what is important to upgrade. Smart phones now have a very good definition. Unless Apple has been able to launch before no one think of some new features, otherwise, it is difficult to see how the iPhone 5 is a major upgrade. Now with Apple actually define what features are smart phones should be used when different. However, now, the smartphone market is beginning to mature, it is hard to see any amazing new things.

3. Apple does not seem to care about important upgrades

Apple seems to have lost its appetite for major upgrade. In the past two years, Apple introduced on behalf of all of the products that have a small number on the upgrade, don't let the refreshing thing. Perhaps Apple has identified that important upgrade costs are too high, the main sales and profits continued to grow, adhere to the slow and steady approach more meaningful. What is more, more and more people are looking for Apple iPhone5, even some iPhone fans have bought many kinds of iPhone5 accessories in best case mall, such as metal cases for iPhone, stylish cases for iPhone, unique cases for iPhone and so on.

4. Business game

When Apple is more likely to launch a few years ago when important upgrade of its smartphones, Apple is targeting consumers. However, Apple is also in pursuit of business users. Corporate users generally do not like important product upgrade, because this upgrade requires enterprises to update their application and network platform. IT decision makers prefer to logically follow the previous-generation iteration of the product upgrade. Apple seems to have understood this.

5. Tim Cook appears to be more concerned with profitability

When Steve Jobs management when Apple, he must be concerned with profit. However, he is sure to require Apple's products to provide the most exciting experience. Tim Cook is an entrepreneur, he is concerned with supply chain and profit margin more than Steve Jobs, which means that this year's launch of the iPhone 5 probably is very boring.

6. Minor upgrades would be good

If the escalation of product of Apple Sales has a problem, Apple there is no doubt that this year will launch a major upgrade of the product. However, Apple iterative updates are good growth and profit. Why secret that you want to change it?

7. Costs increased

As Smartphone become increasingly popular, companies supply components are receiving a large amount of cash. The profits of these companies is lesser, Apple produces will have fewer profits. Therefore, one can expect Apple will only make incremental improvements to the design of methods to control costs. Indeed, Apple cash in 8 core processor, however, why you want to do it? This component is currently the cost is too high.

8. The competition is not far ahead

Apple expects it before you need to significantly upgrade their Smartphone to a one-year time lag behind the strongest competition. Launched last fall, after all, the iPhone 4S are still on store shelves now features one of the most powerful mobile phones, despite its rival quad-core processors and better graphics capabilities. With a simple upgrade, Apple has been able to regain its top position in the Smartphone market.

9. The key is software

When people make a comprehensive analysis of the Smartphone market, people will find that success will depend on the software. As had been pointed out, some products now are more powerful than the iPhone, but Apple sold more smartphones than other manufacturers. A key factor in this success is better than iOS operating system Android. It is not forgotten.

10. The user does not seem to care about

Users don't really care whether Apple iPhone provides an important upgrade. Apple launches new device every time, no matter how small upgrades, sales are growing. Apple knows it. User knows about it. Investors know this. In this process, each of the parties is satisfied with the results. So, who needs a major upgrade?

Analysts expected the next-generation iPhone will be listed in the autumn this year. The first four models of iPhone are available in the summer months, either in June or July. But the iPhone 4S was launched on October 14 last year. On the listing date outside many of the next-generation iPhone rumors, for example a blog called Know Your Mobile said it is "exclusive secret" launch date is scheduled for August 7. Any one trace Apple new product listing date knows, most of the rumors are false. In any event, though the introduction of the next-generation iPhone at the same time, all the major carriers are expected to start selling the device.

The Wall Street Journal reported on Tuesday, because the display maker sharp, Japan monitors companies (Japan Display) and LG Display has "embedded" technology, a new generation of iPhone's display will be thinner. Display has become thinner because new technology abandons the touch screen layer thickness about 0.5 mm. This can improve the image quality. New display will get bigger screen diagonals of at least 4 inches, after all iPhone models are only 3.5 inches diagonal.

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Sat, 21 Jul 2012

3:43 AM

Google Nexus 7 or forces Apple to launch iPad Mini

Beijing time on July 21, technology news site ZDNet today published an article named Jason. O ' Grady (Jason D.O'Grady) articles. According to the article, Google Nexus 7 Tablet is one of the most prominent in the 7 inch tablet computer products, popular among consumers in hot pursuit. However, Google missed a product, once the product is listed, sales will exceed Nexus 7.

Google launched a new Nexus 7 tablet, as with most tablets sell for \$ 200. However, the Nexus 7 performance really does excellence like Apple New iPad? Not necessarily, but Nexus 7 does have only half the price of iPad.

I have received previously scheduled 16GB Nexus 7 today, the model is priced at \$ 250. After used several hours, I have a deep impressed on Nexus 7 parameter configuration, product quality and overall style.

Previously CNet, Engadget and The Verge were singing the praises of the products. Nexus 7 is the first "pure Google chipin" Tablet; Tablet products that are priced at \$ 200, Nexus 7 was the best performance of a due to carrying nuclear processing chip Tegra 34, and the speed of response are very sensitive. In addition, Nexus 7 also is the first to carry Android tablet computer operating systems 4.1 jelly beans, which is the most fluid of all Android operating system version.

Nexus 7 really is quite good, which is different with Samsung Galaxy Tab and the other 7-inch tablet computer products such as Amazon Kindle Fire. However, there is now a problem has arisen, that Google just leak Apple. What is more, Apple iPhone 5 is coming, now more and more people are looking for it, even many iPhone fans have bought a lot of iPhone accessories, such as

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cases for iPhone and so on. In a word, it is hard to beat Apple iPad Mini.

It is clear that consumers want a size 10 inches below the smaller tablet. The hot sales of Kindle Fire and Nexus 7 have proved enough the point. Currently in most entities of retail stores across the nation, Nexus 7 have been sold out, Google 16GB Play online store model after the orders had been to the 3-4 week.

Size is important, a 7-8 inch Tablet compared to 10-inch tablet, more easy to operate, because they could not carry, 10-inch Tablet PCs need to be equipped with a shell; 7 to 8 inch tablet also easy one hand operation, will not let novices away like a 10 inch Tablet PC. For women, children, and those who do not like big-screen tablet users, 7 to 8 inch Tablet PC is very attractive.

As far as price, the price of 8GB Nexus7 is really cheap.

However, high-end customers may pay \$ 50 more to buy the 16GB version. Even so, priced at \$ 250 16GB Nexus 7, storage space compared to the equivalent of the New iPad, which is half the price cheaper. Price has entered into the Apple ecosystem a major barrier, especially for the new Tablet PC users.

However, it will be very difficult to sell tablet computers for PC users those Windows systems. They are used to pay the least amount of money to buy a computer, and trigger price war between vendors. Many PC users find the 16GB iPad prices of \$ 500, supporting 4G network 16GB iPad \$ 630 and up to iPad prices as high as \$ 830, and these prices do not include AppleCare maintenance plan, for this price, are horrified by these users. \$ 900, you can buy a powerful fully configured Windows system desktop or notebook computer, or even buy a car.

However, Apple has been carefully studied market response to the 7-inch tablet computer products, and wriggling to try. If Apple releases a 7 to 8-inch Tablet and have reasonably price, there might be a whole Tablet market will be dominated by Apple. If Apple is about to launch 7.85 inch iPad Mini and the rumor is true, the product's screen size will be larger than the Kindle Fire and Nexus 7 40%, so the price may not only \$ 199. But if the iPad Mini is priced at \$ 249, compared to smaller applications of Android tablets, there is no doubt that iPad Mini will be very popular. However, I believe that the Apple Tablet 8 inch retail price may be \$ 299. Even so, iPad Mini Nexus 7 and Kindle Fire can still be far left behind.

Google latest launched of Nexus 7 can said to bring a lot of shock for us, its low of price and superb of configuration enough to let anyone heart, while this also to its competition opponent

brings has is large of pressure, according to analysis architects said, Google launched Nexus 7 flat of main target is Amazon Kindle Fire, however intends to occupation 7 inches flat market of Apple also impossible ignored off this a market, so is has forced apple to early launched iPad Mini.

"This is a good device, there is no doubt. But its main objective is to Amazon, not Apple. "Market Research Company Technology Business Research Analyst Ezra Gottheil said that," its pricing is very aggressive. â

Amazon Kindle Fire released last year, also with a 7-inch screen, start at the same \$ 199. Analysts expected Amazon will upgrade Kindle Fire configuration in the next few weeks.

But Nexus 7 goal is not selling price of \$ 499, carrying 9.7-inch screen of the new iPad, nor costs \$ 399 iPad 16GB version 2. United States market research company Gartner analysts Michael Gartenberg said, "but they will certainly compete with Fire.â

However analysts believe Google into the Council, the Fire's success, as well as the market's concern for the 7-inch tablet computer upgrade, will force Apple to launch the same size computer later this year.

Since the first generation of the iPad released in 2010, the rumours said that Apple will launch a 7-inch iPad Mini there. But analysts have now confirmed this belief. Google just released the Nexus 7 almost makes iPad Mini guaranteed products.

"The release of Nexus 7 increased the need to respond to Apple.

"Gutezeer said he expected Apple will be launched in autumn this year iPad Mini, drive in the year-end shopping season listing price of somewhere between \$ 249 to 299. Gutezeer has always been firmly believes that Apple will launch a smaller size iPad, he believed that the release of Google Nexus 7 will not change Apple's plans.

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Mon, 23 Jul 2012

3:34 AM

China is a one critical factor effects on Apple

Beijing time on July 22, according to foreign media reports, the United States investment bank Bernstein analyst Toni Sacconaghi

recently published research report, saying that there were some worrying situation to Apple's latest prospects.

Sacconaghi said in report, in as June end of third fiscal deficit quarter, Apple performance will less than analyst of expected, this guessing has "reasonable of possibilities", main is because China and European, to of macroeconomic situation still weak, and iPhone products of cycle exists intermittent, and new iPad in China market publishing time was more late, and a quarter just launched new of Mac notebook computer,. The analyst also forecasted that, Apple's fiscal third quarter sales of 28.5 million iPhone smart phones (Department of 29.9 million lower than previously expected), you will reach \$ 15.1 million iPad sales, Mac sales will reach 4 million units, while iPod sales are expected to reach 6.3 million. At the same time, Sacconaghi will put Apple's third-quarter revenues expected from this former \$ 37.1 billion down to \$ 35.4 billion, while Wall Street analysts on average expected \$ 37.3 billion; in terms of profit, Sacconaghi also put Apple's third quarter diluted earnings per share from \$ 10.53 which is expected to cut its \$ 10.24, also below Wall Street analysts ' average estimate of \$ 10.37.

However, in fact, Sacconaghi were more concerned on Apple's fiscal fourth-quarter results as at the end of September.

Sacconaghi pointed out that in the report: "while many buyers investors think that Apple's third-quarter results are likely to be weak. But we are even more worried that that Apple quarter results IV may also significantly lower than the current average analyst expectations of the market. We now expect, Apple's fiscal fourth quarter diluted earnings per share is expected between may be as low as \$ 8 to us \$ 8.25 (lower than Wall Street analysts on average expected \$ 10.29, and our current estimate of \$ 9.47), in addition to Apple IV quarter revenues will reach between \$ 33 billion to \$ 34 billion (also below Wall Street analysts ' average expectations of \$ 34.3 billion). â Sacconaghi is expected to say, new iPhone 5 Smartphone will be launched this quarter as at end of December this year.

Sacconaghi also warned: "industry analysts widely expected that Apple IV quarter growth in revenue and diluted earnings per share, but we think that growth is impossible, unless Apple launched the iPhone 5 in the fiscal fourth quarter. We also found that last year, Apple IV quarter of revenue and diluted earnings per share fell, when the industry expects Apple to introduce iPhone 4S. Now we believe that the iPhone 5 is highly unlikely to be issued in the fiscal fourth quarter, from past experience, coupled with the high-throughput expression of comments, and other supply chain related, Apple is extremely unlikely to launch iPhone 5 Smartphone in the fiscal fourth quarter. â In fact, many

people are looking forward to it, even many iPhone fans have bought a lot of iPhone accessories on best case mall, such as leather cases for iPhone, cool cases for iPhone, unique cases for iPhone and so on.

Sacconaghi forecasted in this quarter in the year to the end of September, Apple, iPad sales of iPhone sales will reach \$ 24.2 million to 15.9 million units, while the Mac and iPod sales will reach 5.3 million and 5.6 million units respectively.

At a time when talking about stocks, Sacconaghi said: "despite the uncertainties, but we believe that recent risk does not affect our investment in Apple stock. At present, the Sacconaghi still put Apple stock be set at "outperform" level, and given the price target of \$ 750.

Sacconaghi said: "despite the recent poor performance of the possibilities, but we still want to remind investors a stock performance could be affected by a certain time, but this stock is difficult to estimate, in the past two years, Apple shares were at all within a short period of focused attention. In addition, we also found a problem, stress here the problem, this problem is related with the time Apple launched the iPhone 5. Moreover, in addition to improved seasonal factors, we expected Apple's future prospects have not changed. Once the iPhone 5 launched, then we believe that investor confidence will become more active. a

In Friday's NASDAQ regular trading, shares of Apple fell \$ 10.02, closed at \$ 604.3 or 1.63%. In the past 52 weeks, Apple's highest price of us \$ 644, minimum price at \$ 353.02, currently worth about \$ 565.06 billion dollars. Sacconaghi also pointed out that, in the fiscal third quarter ending in June, Apple's performance is "reasonable possibility" than Wall Street analysts expected on average, mainly due to the weak macroeconomic environment in China and the eurozone, intermittent, new iPad and iPhone product cycle is later than expected to launch in the Chinese market, as well as newer Mac notebook published later, and so on. He predicted that, Apple iPhone sales in the fiscal third quarter to 28.5 million (Department of 29.9 million lower than previously expected), iPad sales for 15.1 million units, Mac sales of 4 million units, iPod for 6.3 million units.

Only a few people believe that Apple will achieve harvest again in Tuesday's earnings, in spite of the company's past performance often exceeded Wall Street's expectations. Main reason for this is that consumers have wait-and-see attitude on the new iPhone.

Apple's performance may continue beyond the expectations of market watchers, but Wall Street analysts and investors remember last fall when the new iPhone launch caused by shocks. This new product Apple a few years for the first-quarter performance is less than market expectations.

iPhone5 will carry thinner and larger screen, as well as fine-tuning the search feature, but is expected in October to meet with consumers at the earliest, had just caught up with summer vacation. Coupled with the in Europe and China, delay in release time, Apple the Wall Street Darling seems quiet at any time than people remember. You know, Apple Europe and China in addition to United States's largest market outside.

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Tue, 24 Jul 2012

5:11 AM

Ten Reasons Tell you why Google Nexus 7 can succeed

Beijing, July 24, according to foreign media reports, after of Nexus 7 launched, sales are hotter than expected. Google Play an online store displayed that, 16GB, which costs \$ 249 Nexus 7, have sold out, now consumers can only buy 8GB, or \$ 199 version.

Even worse is that after 16GB Nexus 7 referrals, Google did not indicate when or whether there will be any new inventory replenishment. You can see from this point, consumer demand for Nexus 7, far beyond the expectations of search giant Google.

In fact, the Nexus 7 success can be said to be surprising, high quality products, advanced operating system match the price almost anyone can afford, it is consumers ' favor. And when Google is enjoying the joy the success of Nexus 7, Amazon Kindle Fire sales have stagnated, it is clear that its market position has been replaced by Nexus 7.

When Nexus 7 was first published, is considered to be the Amazon Kindle Fire "killer". They are the same 7-inch-square tables, market positioning is also very close. Face powerful adversaries, if Amazon does not take remedial measures to Kindle Fire , it will

soon be submerged in the midst of this market. This is analysts speculate that Amazon will soon launch Kindle Fire 2 tablets of reason. So, where is better than the Nexus 7 Kindle Fire.

1. Overall design

Kindle Fire is an foundation-level equipment, configurations, shapes, materials and fairly price, but just from the appearance point of view, it has a really no what kind of place. Compared with the Kindle Fire together with Nexus 7, this new Nexus 7 clearly looks more beautiful, unique is that its price is also the same as Kindle Fire. The same price buy better products, this is obviously all the aspirations of consumers.

2. The value

Kindle Fire launched last year, priced \$ 199, at that time, cheap beauty. But with the passage of time, advances in technology, its value is gradually lowered down. For consumers, purchasing a product, whether value for money is very important. Like said earlier, when faced with two fairly priced products, consumers are choosing a better Nexus 7, seems to be taken for granted. What is more, Apple iPhone5 is coming, more and more people are looking forward to it, even some iPhone fans have bought many best iPhone cases, such as cute cases for iPhone, cool cases for iPhone, bling cases for iPhone and so on.

3. Multi-type selection

Nexus 7 8GB (\$ 199) and 16GB (\$ 249) two versions can be choose from. In fact, it formally before, the industry has been such a worry, I'm afraid nobody want to buy the \$ 249 model, for ordinary consumers, 8GB storage space is sufficient. However, the facts prove that this is not the case. Exactly what this \$ 249 16GB Nexus 7 was snapped up in the Google Play, it appears that Google launched a select multiple models, is no bad thing.

4. Powerful Tegra 3

Google Nexus 7 is equipped with Tegra 3 quad processor, with strong performance and ultra fast running speed, were stronger than many Android tablet on the market, not to mention the Amazon Kindle Fire. Consumers are certainly very aware of this

5. The new operating system

Pick-up most next-generation Android Google Nexus 7 4.1 "jelly bean" operating system, which means that consumers buy it that can be all new and great features. In contrast, Kindle Fire on-board systems are "lagging behind".

6. The more familiar software experience

As we described earlier, pick-up Android Nexus 7 4.1 that was Android 4.0 ICS system on the basis of an upgrade, as well as Android "honeycomb" Android "gingerbread" operating system combination. For consumers, it is more familiar and easy to use. Kindle Fire on board is customized Android operating system, it has a unique layout and performances, even for the Android users also seem strange for it.

7. The success of marketing strategies

Google has always been good at promoting their products, how to make their search more advantages, more powerful, more open source Android, Google's own set of practices. We believe that Nexus 7 is Google the next great marketing strategy-beneficiaries. In this connection, the Amazon like Google can't do so well.

8. Smart phone support

This is often overlooked. Behind a successful tablet computer, there must be strong smartphone product support. In most cases, consumers will always buy a Smartphone before, if they like, they will buy the same brand or with the system of flat products. If they don't like the Smartphone, it will switch to the purchase of other manufacturers products. It is clear that Amazon is not currently owns a smart phone, but Google has this. General user base are also advantages.

9. Brand benefit

Amazon Tablet named as Kindle Fire clearly justified, as Amazon's Kindle e-reader brands, are well-known.

As for Google Nexus series, as we all know, is a high quality mobile equipment endorsements. At this point, Amazon again is less than one.

10. The company's appeal

Another very important point, the differences that exist between Amazon and Google brand. The one hand, Amazon's main retail business is well known. Google, the search giant, in the mobile industry have long been Oyster it Aindroid even become synonymous with mobile products, a huge brand, also be reckoned with.

Online retailer Amazon said it is preparing to launch 5-6 new Kindle Fire tablets, and fighting Apple and Google. Kindle Fire Tablet has won high praise for Amazon, but it's only in the United States market.

Nexus 7 is now a global best seller, if Google really took hold in the Tablet market foothold, business development through Google Play, then their access to the number of users will make very substantial, Amazon apparently cannot stand idly by. According to Reuters of reported, new of Kindle Fire flat will

have a paragraph 10 inches of products, and will have three species different of memory capacity, to supplementary currently Kindle Fire flat of products line, although Amazon and Google are hope they of customer to using cloud store service, but consumers clearly more willing to information store in local, 8GB capacity clearly is too less, more large of capacity will provides better of competitiveness. However Amazon did not provide new device releases schedules.

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Wed, 25 Jul 2012

3:03 AM

There will have keen competition in the mobile market Beijing time on July 25, according to foreign media reports, the Amazon plans to publish second-quarter earnings this year next week, prior to this, some retail analysts, developers, and partners disclosed that, Amazon is planning to expand its mobile platform and exaggerated among e-reader and Kindle Fire tablet devices other than the supply.

According to United States retailer Staples Inc, President of Demos Parneros revealed that, Amazon will launch two tablets of different types, or 5 to 6 different SKU tablets. Parneros claimed that these tablets of best-inch different, but will include a 10-inch display tablet. For this message, spokesman for the Amazon still declined to comment.

Amazon will create its own Tablet PC products, to help the company sell more digital products, such as MP3, movies, TV series, applications and games. Real-life version of these products, such as the CD and DVD are Amazon's major businesses such as commodity, but sales for these products are falling.

Software platforms for the delivery of electronic content placed on their mobile devices, to attract a large number of users to purchase, this will also contribute to the Amazon as an important mobile platforms company and will give Apple, Google, Microsoft and Facebook poses a huge threat.

According to the development of mobile gaming content for Kindle Fire Chief Executive of Glu Mobile company Niccolo de Masi said: "Apple has entered into the field of mobile platforms in early time, while Amazon is by far the most late into the company in this

area. However, Kindle Fire brings Amazon a very good start, and we will support all the new devices coming, these companies are struggling under its base to create the appropriate device.

â

Data is the same as smart phones?

Last September, the Amazon launched Kindle Fire a 7-inch display tablet, for which the company almost for these tablets the buyer's consumption habits, and provides data service for almost a year.

Analysts and other people in the industry believe that, if the increase in the number of consumers purchasing electronic goods through this device, then the results will encourage Amazon to introduce other devices, such as larger more expensive tablet computers, or even a smart phone.

According to PopCap executives owned by electronic arts Giordano Contestabile says: "Amazon will continue to study the method of providing mobile and tablet devices, we will wait and see.â

Citi analyst Mark Mahaney, after Amazon launched the Kindle e-reader in 2007, buying Amazon e-number of volumes also increased significantly. Mahaney said: "If a device is able to continue to work with its content of the old version, then you can imagine, the new Smartphone will bring great benefit to the industry." According to the sources, Amazon or smart phone will be introduced in the last quarter of 2012.

Amazon will publish second-quarter earnings on July 26. In April of this year's first quarter earnings conference call, analyst with Evercore body Ken Sena ask a question--Kindle Fire will provide what kind of momentum for Amazon and Amazon Kindle smart phone what to consider? Amazon's Chief Financial Officer Tom Szkutak did not answer the Smartphone plan-related issues, but he just said, Fire has stimulated a lot of consumers to buy large amounts of electronic content in the Amazon. The Chief accounts officer also said: "we are satisfied with the current progress.

â

According to market research firm NDP Group's data show that since Amazon launched the Fire tablet in September last year, Amazon in the video market share has increased from 10% per cent. In terms of music download, Amazon's market share growth 1%, to 14.4%. In this regard, the NPD, a veteran entertainment business analyst Russ Crupnick said: "despite the rise in these shares is not geometrically charge number, but after the Kindle Fire launched, but pull the Amazon big steady growth in business.â

"LAB 126" development

Amazon's Lab126 research and design centre in Silicon Valley recently published posts information showed that the company is

working on a new mobile device, but these devices will run in the wireless carrier's network. Lab126 Center by former Apple and Palm the hardware developer Gregg Zehr, this research centre near Apple headquarters.

Information from the LinkedIn website, last September, Lab126 Center has over a total of more than 500 employees, is the occasion of Amazon launches new Kindle Fire tablet, but in mid-July this year, the Centre's number of employees had increased to 865 people, including 792 employees working in the San Francisco Bay area.

Current Amazon refused to comment on the Lab126 Centre.

Ammunition founder Robert Brunner: "Amazon's Lab126 Research Center has been considerable development, now has a large number of employees â significantly more than dealing with electronic reader and Kindle Fire tablet, the actual number of employees required for business. These employees have entered into Lab126 Centre that is definitely in order to research other equipment. I'm Jeff Bezos and Amazon's understanding, they are most likely in the research and development of intelligent phone.

â It cannot be ignored that Apple iPhone5 is coming, Apple press is big, more and more people are waiting for it, even many people have bought a lot iPhone accessories, such as iPhone power packs, iPhone headsets, iPhone chargers and cute iPhone cases.

Required observation of the industry as a whole

Apple and Nokia hardware developer Ed Liljegren joined in May 2011 Lab126 Research Center, Research Center in April this year and became the Manager of emerging technology sector. Eide described the new post as "research and development of future concepts.

In addition, Amazon in the last few months, hired two Windows Phone from Microsoft Project managers, they are Robert Williams and Brandon Watson, Robert has served as new manager of the Amazon app store now, and Brattain had served as Kindle cross platform product Operations Manager.

In early June, Bradon has made a blog post, describes his work in the Amazon, the first few months. Bradon said in its blog: "I was lucky, I really like the product, but I liked them before joining Amazon products. However, I cannot disclose specific

details of my current work. I can only say that the goal of our team is so great that enormous. â

Bradon describes in the recruitment process, the Senior Vice President of Amazon said something to him. Bradon revealed: "he said that ' Kindle ' goal is to make the entire system can allow users to buy all the books issued by, and within one minute to send this book to anywhere in the world, it is time to consider the broader goal. â

Currently, Eide and Robert and others have refused to comment on Amazon's ambitions in mobile plan.

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Security: Public

Location: Not Specified

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Thu, 26 Jul 2012

4:35 AM

Amazon and Apple will have a high-profile war

Beijing time on July 26, according to foreign media reports, the long war of accumulated between Amazon and Apple is heating up.

In fighting for the control of digital life for consumers in the fight against the two giants are more and more heated exchanges in the field of science and technology. Competition between Amazon and Apple are struggle between different from other technology companies, because these two companies have many similarities--from the tight control of their software to the corporate culture of secrecy, as well as the breadth of their consumer data.

This war the latest catalyst came from a message earlier this month, Amazon is testing its own brand of smartphone, this phone will be in direct competition with the Apple iPhone. The two companies have been in the Tablet, digital music, video, and other areas of competition.

Behind the scenes, located near the headquarters of Apple kobotinuo, a Amazon engineering teams are working hard, optimized Kindle Fire Tablet software performance and performance, to better compete with the iPad. According to people close to the situation said, this team work in progress includes upgrading the Amazon Kindle Fire graphics performance, optimizing hardware and software integration and optimized user interface. Currently, some consumers complain that Kindle Fire still feel like the user interface of ebook readers.

Amazon also recently acquired two small software company--Yap

and UpNext--to cover the moving map and vulnerable for speech recognition, these two areas are the Apple iPhone that you want to provide users with unique features. Amazon also allows users to store their music on the server and on a variety of devices to get access to challenge Apple's iTunes music store.

At the same time, Apple is developing a small form-factor Tablet PCs similar to Amazon Kindle Fire. Apple is also closely following the Amazon app store. According to the developers, Apple executives had told them that Apple believes that Amazon take control measures on its app store and iTunes-like approach, making the Amazon app store than Google other app stores, such as more competitive. Now Apple iPhone4 is hot product, iPhone accessories too, many iPhone fans have bought a lot of iPhone accessories on best case mall, such as cool iPhone4 cases, stylish iPhone4 cases, cute iPhone4 cases and so on.

At the same time, Apple also tries to rely on new technology for the production of an interactive eBook iBooks Author preemption of the Amazon in the eBook market share. Sources said, as a response to Apple, Amazon is already testing their own similar technology, help publishers produce books.

"They are now competitors, competition between the two will increase in the future," mobile application statistics company Flurry CEO Simon Khalaf said.

Apple on Tuesday reported disappointing quarterly results from the outside, revenue and profit growth and 23%, respectively, lower than analysts' expectations. Amazon is expected to announce first quarter results on Thursday.

Thanks to Apple and Amazon are still obtained from other profit, complexity of the relationship between the two. Amazon's Kindle is the iPad app store all application downloads during fifth-largest. Amazon also sells a lot of iPod and iPhone on its website.

The pair failed to break the domination of the other market position. Apple maintains the Tablet market share of more than 60%, and Amazon in the eBook sales of share roughly the same.

Apple and Amazon want to enter into each other's territories, aiming to control most consumer network, and provide more services to consumers. While Google, Facebook and other companies and the policy pursued by the two companies are the same, however, Apple and Amazon have a common and critical weapon: unparalleled consumer data, in particular the consumer's credit card number.

Credit card is a bridge connecting consumers, Apple and Amazon

can help make it easier to sell software, content and services, this is different from Google and Facebook's online advertising model. Combining these data with devices and software applications, Apple and Amazon created a huge consumer base, offered a variety of digital content and get to those consumers revenue-sharing.

"Any time, as long as there is enormous economic opportunity for control channel, these companies will be tit-competition," interactive Ebook Maker Inkling CEO Matt MacInnis said. He is a former Apple employee.

The two companies have a very different financial situation.

Apple through the sale of high-end hardware, has maintained a very high profit margins. Scale of the Amazon by building e-commerce business, gets very thin profit margins.

There is a long-standing competition between Amazon and Apple. 2007 Amazon launched its first Kindle e-book reader hardware device, many Apple insiders will this device as is the online retailer of hobby projects. But the 2010 years after Apple launched the iPad into the Tablet market, Apple is aware of the Kindle ebook on the iPad in a content distribution channel began a direct competition.

Shortly before the introduction of the iPad in 2010, when Apple CEO Steve Jobs changed his mind, last-minute decision to increase eBook for iPad features. When he negotiated with the Publisher asks for more favorable terms than Amazon. Apple recently asked United States Department of Justice for alleged price-fixing prosecution. Apple said that these allegations are "untrue", will fight to address complaints.

In September last year, when Amazon CEO Jeff Bezos published the Kindle Fire tablets, he launched a direct attack on Apple. Bezos stressed that Fire without having to synchronize with the computer, wireless backup media content, and this feature is that the iPad was not available. In order to emphasize the iPad will still need to manually sync, he displayed on the big screen with a picture of a pair of Apple USB connector.

Prices of Kindle Fire \$ 300 is lower than the cheapest iPad, its screen size two inches is smaller than the iPad. Tablet sales during the holiday shopping season are high. But according to the IDC statistics, Kindle Fire a quarter shares in global Tablet shipments only to 4%.

Earlier this year, the new Apple CEO Tim Cook said that he fully do not fear of Kindle Fire on iPad competition. At an analyst conference call on, Cook said, "a competitor product sales figure represents almost nothing."

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Sun, 29 Jul 2012

12:02 AM

Ten necessary elements for Amazon Kindle Fire to defeat Nexus 7

Beijing, July 27, according to foreign media reports, Google Nexus 7 improved the low-end market rates for flat-panel, it has some impressive specifications, which include an Nvidia Tegra 34 processors and 12-core graphics system, a 1280x800 pixel HD display, a 1.2 million new Android 4.1 megapixel front-facing camera and the operating system.

8GB version costs \$ 199, 16GB for \$ 269. If you are a member of the Amazon, what is your next move, in the online store, the retail price of Kindle Fire is \$ 199, but its screens, monitors, designed and built is far less than that Nexus 7.

Quoted as many sources say that Amazon will soon be launched the second generation of Fire tablets, Amazon must launch a performance can match Nexus 7 devices, it is best to remain \$ 199 price point.

Recent analysis by the research firm IHS 8GB version of Nexus 7 costs \$ 152, 16GB version of the price is about \$ 159. Plus shipping, advertising and other costs, Google 8GB profit a very small space on the device. In the next battle of the Tablet, how can Amazon's second-generation products challenge the Nexus 7?

Better screen

The first generation Kindle Fire has a 1024x600 pixel screen, but with a Nexus 7 1280x800 resolution, Thrive tablet also has 7-inch Toshiba 1280x800 resolution, but its price is \$ 380, because a lesser threat to the low-end Tablet market. Next, Kindle Fire 2 1280x800 resolution should also be configured.

Front-facing camera

Speaking from ergonomics, you take a tablet computer that is not best mobile devices, but compared to the 7-inch Tablet iPad, more convenient in taking pictures, a high quality camera, especially front camera becomes particularly important. Kindle Fire lacks the camera, this is a flaw in Amazon may make up in the second generation product. A VGA (640*480) camera is essential. By contrast, the 7-inch Samsung Galaxy Tab 2 (\$ 250) has been equipped with two cameras. I have to mention that Apple products are still a big press on Kindle Fire, what is more, Apple accessories also are

hot products, many people have bought many apple accessories on best case mall, such as leather iphone cases, bling iphone cases, stylish iphone cases and so on.

Beautiful appearance

Hard to seen this picture, respectively, but Kindle Fire (part one) with a Nexus 7 (below), looks not so eye-catching. Many critics think that Kindle Fire like a cheap plastic box. By contrast, the Nexus 7 metal casing, rubber texture on the back, so it looks more high quality.

There are an 8GB of storage choice for Kindle Fire and Nexus 7, however, the Nexus 7 also launched a a-capacity configurations, price of \$ 249. It is unfortunate, Kindle Fire up only 8GB of storage capacity, can only provide customer 6GB is actually stored. Amazon next-generation flat-panel device configuration 16GB space has become necessary.

4G wireless network

Most low-end 7 inch tablet, including Kindle Fire, Nexus 7, Barnes&Noble tablet, did not provide 3G or 4G version, Amazon provides a selection of data plans and in a very good position, Amazon has launched 3G version of the Kindle e-reader.

Quad-core processors

Amazon released Kindle Fire that is adopted with dual-core processors in last autumn, the performance is really good, but in just a few months, the Nexus 7 Nvidia Tegra 34 core processors can handle more tasks than dual-core devices and Web browsing.

Lighter weight

For a tablet computer, more light weight, the more to carry. Google Nexus 7 has a most light weight, only 12 ounces (0.75 lb), 2.5-ounce lighter than Kindle Fire.

NFC

Nexus 7 already have NFC (near field communication), this technology expanded the scope of wireless transactions. It can be used for mobile payments, you can also use Exchange contacts between two NFC devices, Kindle Fire, just like most of the current flat, do not support NFC.

Google has added to the Nexus 7 12-core graphics system. A possible scenario of Amazon's response is to reduce the price of first generation Kindle Fire, such as \$ 150, the second possibility

is to add more powerful GPU for the second generation flat panel, better respond to interactive games and rich graphics.

MicroSD card slot

Even if the new Kindle is not provided with Fire over 8GB of built-in storage space, then if it can be achieved by adding a micro MicroSD card slot expansion memory that is also a good choice. Latest rumored next-generation Kindle Fire Tablet configuration micro MicroSD card slot.

The core business of Amazon originally is network retailers, and Apple is a home technology company, but Amazon launched Kindle series electronic products of when, two home company of produced has huge change, cross business of competition was increasingly warming, now entered white-hot stage, fuse is Amazon will launched smart phone, known as iPhone killer, and Amazon of engineering team also struggled to preparing for in the smart phone, two home giants, eventually what who will kill who? It's magical to see. Business between two companies without much intersection, but with the development of the company, mutual began incursions into each other's sites.

Competition has already seen signs

Competition between the two companies has already see signs, as early as 2007, Amazon launched the company's first hardware device, that is, when the Kindle was launched, many Apple employees felt it's just online retailer of gadgets, but when Apple in 2010 entered the Tablet market, they realized that this thing is to directly subvert the content distribution. Before the iPad released, Steve Jobs suddenly changed his mind, did not join the iPad eBook, is not added until the last moment, he would like to discuss, additional benefits for publishers, than on Amazon.

In September last year, when Bezos announced Kindle Fire tablet of time, gave Apple gave him a slap in the face. Then Bezos stressed that the advantages of Fire is wireless support content, without having to sync to the computer, this is the iPad can't do, iPad content will still need to manually synchronize.

Amazon also recently acquired two software companies, one is moving-map Yap, another is voice recognition software UpNext, look at, these two types of application is provided by Apple for the iPhone user's unique enjoy it. Amazon Music also has a trump card, very likely moment iTunes shot to death on the beach, it is for the user to provide special services, music can be stored on a remote server and can be accessed through a variety of devices, this feature not available but iTunes.

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Wed, 8 Aug 2012

5:53 AM

What can you expect from Apple iPhone5

Current global Smartphone predators are undoubtedly Samsung and Apple, the competition between the two is omni-directional, not only patents but also product line that is covertly surge effort.

Recently, United States federal judge rejected the request from Apple, Apple asked a judge to sentence Apple Samsung immediately won patent infringement lawsuits. Apple last year in Federal Court in San Jose, California, launched allegations from Samsung, said it copied the design of the iPhone and iPad; subsequently, Samsung launched counterclaims to Apple.

Both lawsuits will ultimately be the dust floor, now the two companies are also intensifying their product layout. Samsung has confirmed that they will launch a new generation Galaxy Note on August 29. More rumors of Apple's new iPhone release date two weeks in advance. Media forecasted that, the new Galaxy 5.5-inch display of the Note will be equipped with a solid, slightly larger than the existing model, and will adopt a faster processor and better camera. Although impressive iPhone Apple products, but since Samsung launched Galaxy series, had very good contacts in the Smartphone market. This was Samsung be able to hold the world's first intelligent mobile phone manufacturers place a weapon.

They can rely on what are the advantages? For Apple: fanatical fans, relatively low cost, high profit margins, extensive third-party support and industry chain composition, unique system, potential technology developers, and so on. For Samsung: coverage more comprehensive product line, more characteristic of both product coverage and needs to meet, and gradually rising user base, Android itself open source, and operator a good cooperative relationship, the relative price of long-span.

The second quarter of this year, Samsung smart phone shipments has reached 50 million, but the iPhone only for 26 million units, Samsung was 1 time times higher than Apple. This is one of the underlying causes of the problem that Apple has been fixed on Samsung patent. Of course, Apple has intensified the layout of their own products. JPMorgan Chase recently released reports that Apple will be released in September this year a new generation of iPhone, 10 month bulk listing, this year's production will reach 59 million. What is not able to so it is hard to say, JPMorgan's

forecasts also need to build in the iPhone5 that will lead to greater improvements on the basis of whether Apple wants to gain a larger market share is delusional. What is more, iPhone accessories are hot, many iPhone fans bought all kinds of iPhone accessories on

best case mall, such as cool cases for iPhone, leather cases for iPhone, cute cases for iPhone and so on.

JPMorgan Chase expects 39.5 million iPhone5 sold in Apple's fourth quarter, 2013 37.8 million units sold in the first quarter. If Apple can really bring about such growth expectations, greater pressure dropped on the formation of Samsung. New flagship of the Samsung Galaxy S-III, in as little as 2 months had made sales of hundreds of billions. It is important that rivals the iPhone5 and Samsung models. Apple walked the road to single, Samsung is more offensive. It had too much success in the market, Apple iPhone5 also continues to lead the trend of a fact when iPhone4S's time was nearly Arcane, the popularity of iPhone5 also extends that not sure. After all, with the curiosity of consumers to Apple products is no longer as strongly as ever, iPhone5's popularity may be greatly reduced. While iPhone5 are popular are still unknown, but Apple's every move still strongly attracts capital market's eyes. To enter the Apple new product enterprises in the supply chain are looking forward to opportunities.

In addition to smartphones, Tablet market, Samsung has also been eyeing on Apple iPad strategy. According to Samsung issued media invitations, Samsung recently released Galaxy Note 10.1 Tablet PC equipped with stylus. It is learnt that the Galaxy Note 10.1 Tablet PC is a fully functional product, full features of the stylus to interact with Office Tools. With the success of the iPad, Apple is also considering the market more compact tablet, iPad Mini enters people's vision. Samsung flat panel systems product covers the 7-inch market. Apple launches iPad Mini, Samsung Tablet shipments will be affected. After all, in the Tablet market, Apple iPad advantage larger, other Tablet manufacturers market influence is minimal. In the new markets, we see Samsung and Apple is not a route. Apple iPhone5 change and respond to the market's initiatives, in this regard, Samsung will undoubtedly do better.

When Apple's competitors have been offering big-screen quad-core mobile phone or mobile phone, and you are also very popular, Apple may well be true for iPhone5 has made significant changes. In the

minds of consumers, unpublished iPhone5 will lead the trend. So. iPhone5 performance requires major breakthroughs.

Screen

QXGA display supports 2048x1536 resolutions of the new iPad. This is an important improvement, so that the new resolution of the iPad exceeded all Tablet PCs and notebooks currently on the market. This resolution is also over iPhone 4 and iPhone 4S 960x640 resolution, but this is mainly due to the iPad's dimensions larger than the iPhone. Therefore, if Apple increase the size of the next generation of iPhone5, so will correspondingly increase the screen resolution. This may not be a leap, but Apple will adhere to the "retina display" concept.

Design

Shape design of the new iPad and iPad 2, which may disappoint some users feel. Next-generation iPhone may be the outline design is unchanged. Despite the rumors, the next generation of iPhone5 of sizes is thinner, or tears drop shape, but Apple is unlikely. Apple is likely to make the iPhone5 lighter, but this will be under the premise of ensuring that battery life.

LTE technology

IPad supports for 4G technology showed that iPhone will also support this technology in the future. LTE technology providing faster data transmission speeds. Apple support for LTE technology later is not surprising, because Apple wants to ensure that new technologies can bring about the hoped-for the user experience. The current problem is that all United States carriers are operational support LTE iPhone. Can certain Verizon Wireless and AT&T will operate this product but Sprint in unclear circumstances in this regard. Sprint is building LTE network, but may not be able to complete in a short time. Taking into account the Sprint fails to operate 4G new iPad, so probably not the next generation operations support 4G the network iPhone5.

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Thu, 9 Aug 2012

4:33 AM

Four missing features for Apple iPhone5 and iOS6

Although Apple iPhone5 compared to iPhone4S, there will be a lot different in hardware designs. But the popularity of Google products will also be on the iPhone5 system iOS6 to disappear or be replaced with Apple's own development products. The change of hardware design will be a headache for users in the short term, but in the long run it has own advantages.

Although Apple has not officially released a new generation of iPhone5, but according to media reports, as well as previously released iOS6 beta, we can already be sure that new generation of iPhone5 will abandon the following four characteristics:

Google maps

Apple bought a number of maps companies that have been developed on the basis of their own mapping applications, and succeeded in completely give up on iOS 6 on Google maps. Biggest difference Apple and Google Maps products: Apple uses a resolution independent vector map, while Google is a hierarchical image scaling. Apples relative to Google's advantage: due to the rendering task is done on the phone. So users do not need to wait while zooming, user experience will be smoother.

Apple iOS 6 3D maps attributes have such as turn-by-turn in the application navigation, but it is missing a very important characteristic: Google Street View. Google Earth application for iOS versions have been developed, so it is likely that they will develop a separate Google Maps application, which to meet the iOS users.

YouTube

Apple iOS application remove YouTube 6 beta 4 is apples "to Google" the latest action. Google said they owned YouTube is currently developing iOS applications, over time it will last App Store.

Missing YouTube application structure is not a big problem for users, they can view the YouTube videos directly on a Mobile Safari. Google's own YouTube application is likely to be in-line advertising, YouTube for so many years in the hands of Apple's no improvement at all.

30-pin connector

According to the previous message, the next generation iPhone could be used by a 19-pin connector, this change is likely to have an impact on the current 30-pin connector accessories market. From the first generation of Apple iPod devices started using the 30-pin connector, use a small interface help Apple reduce device body thickness, integrated 4G LTE.

Using the new small interface has some problems that need attention. Compared with sales of the new iPhone, accessories

manufacturer has implemented a new interface , which will obviously slow, Apple may launch a new adapter, ensure that old and new iPhone compatible adapter. However, the new interface will also reduce the people's reliance on cable accessories, accessories compatible with AirPlay increased sales situation may occur.

microSIM

According to France nowhereelse media coverage, iPhone5 may use a small SIM card-nanoSIM. Its 40% is smaller than the microSIM cards. Apple and Nokia Motorola competition, we strongly recommend using this new nanoSIM card standard, this new design has the same function with the current SIM card. What is more, I have to say

iphone accessoires are hot, such as

leather

iphone4 cases, iphone data lines, iphone headsets,

iphone

dustproof plugs and so on.

According to Reuters, Bloomberg and other media recognition, if not surprisingly, iPhone5 will be published on September 12, September 21 in the United States were selling like hotcakes, when iPhone5 (mediocre) will the listing in mainland China? In accordance with past practice, the iPhone batches in different countries, developed before developing, iPhone4S 1234 time to market last year October 14, respectively, on October 28, November 11 and December 16.

Last year, Hong Kong and Taiwan iPhone third-fourth instalment listed per country respectively, iPhone4S in mainland listed on both batches, waiting until January 13, 2012 formally were selling like hotcakes. The iPhone5 time would also be repeated story yesterday in China market? The answer is in the negative, I expect iPhone5 will be launched earlier this year in China, in October-November, listing lots for the second or third batch. The following reasons:

1, the Chinese market is very important. In second quarter of 2012, China has already surpassed United States as the world's largest smart phone market, China Telecom in the second quarter with the help of iPhone market share jumped from 9% per cent in China, Cook believed that the growth is "astonishing"; third-quarter data showed that involvement in the economic crisis, sluggish performance in Europe, United States and China became the mainstay supporting Apple's performance. China as soon as possible

would be Apple's earnings growth of internal demand.

2, against competitors needs. The third quarter, despite the important contribution to the Chinese market for Apple's earnings, it is clear that results were not as Cook as second-quarter "surprising" because inadequate attention to the Chinese market is Apple, whether marketing is localization, lagging far behind rivals such as Samsung. Samsung mobile phones domestic market share is 3 times for the iPhone, HTC latest results showed that despite the worldwide decline in performance, but growth in China's market share; the rise of domestic manufacturers such as Huawei, ZTE is erosion iPhone market in China, iPhone5 must be landed as soon as possible to the Chinese market.

3, Cook is focus on China. Jobs era, Chinese seems to be dispensable for Apple, as can be seen from the iPhone China first time, 2007 iPhone launched in China until October 2009 iPhone officially listed. More of neglect can be seen from the iPhone are not localized, whether input method, is the presence of You tube, this situation lasted until the 2011 year of the death of Steve jobs. While the Cook times are completely different, Cook knows the importance of China, 2011 fourth-quarter revenues of 13 billion yuan of China also confirmed Cook's vision of 2012, so Cook came to China. With Cook's attention, iPhone5 China listed earlier are ripe.

4, the impact of the economic crisis on the developed countries in Europe and America, European countries declined in importance. Judging from the fiscal third quarter, disappointing performance in European markets, European debt crisis has made the European populations live frugally, and iPhone price sensitive so many citizens began to switch to Android, windowsphone camp. Apple needs to bring empty force make up European markets lost, iPhone5 as soon as possible in China can fully exploit market potential.

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Fri, 10 Aug 2012

5:45 AM

Ten Design concepts of Apple iPhone5

On August 10, according to eWeek Web site published an analysis of article said, Apple iPhone5 are likely to launch in the next month. If this is the case, iPhone5 of enclosure as well as the

look and feel of some of the basic features of its design is very important to maintain a sophisticated edge. Here are 10 great design ideas to attract buyer eyes for iPhone5 hardware.

1. slim body

According to some reports, Apple iPhone5 is slim than many iPhone4S. Recent reports, iPhone5 thickness reduced by 20% than iPhone4S. This is very good. Slimmer fuselage light will make the phone more and better mobility. This is every human being needs.

2. the same width

Apple shouldn't have done is to let the iPhone5 wider than the current iPhone. Using design, Apple's cell phone is narrow enough to easily in a pocket or purse. If Apple's handset wider, some handy and will not disrupt mobility factor. Mobility factor is one of the best features.

3. tempered glass is necessary

According to some reports, Apple iPhone5 will use second generation tempered glass (GorillaGlass2). If this is the case, this means that if the user put the phone down on the ground, mobile glass is much more likely to be damaged than iPhone4S low. Having damaged iPhone glass display any user would like this feature.

4. long-term rumours of liquid metal

One of the characteristics of liquid metal may be the ideal iPhone5. Liquid metal is not really a liquid, but titanium, copper, nickel and many other metal hybrid. It allows iPhone case scratch, corrosion and prevents other damage that may make smartphones a garbage. This is an excellent feature of iPhone5 added.

5. fix the antenna location

When Apple launched iPhone4, Apple will soon recognize the design of this phone's antenna location reception problems.

Although iPhone4S basically solves this issue, however, finally solve once and for all if Apple iPhone5 antenna location problem, that would be a good thing. In other words, cannot be touched or antenna in place which cannot be interfered with.

6. smaller frame connectors would be nice

Apple reportedly is shifting from the 30-pin motor connector 19 pin motor connector. This will save space on bottom of the iPhone, allowing Apple to shift more other parts to the bottom of the phone.

7. transfer to the bottom headphone jack

Turning to the part can be installed on the bottom of the iPhone, as some reports had pointed out, if the headphone jack is

at the bottom of the iPhone, that's very good. Through the headphone jack on the bottom of Apple iPhone5 enables users placed in a pocket or sleeve, and don't worry about wiring problems.

8. more larger display

Apple iPhone5 display larger sizes must be configured.

Apple does not have to reach that 4.8-inch display of the Samsung GalaxySIII Smartphone. However, configured in the iPhone5 4-inch display is very good. Display a larger sizes are always better.

9. keep the feel and weight of box type

While some have criticized the weight of the iPhone, however, which increase levels and a sense of quality. In addition, Apple should not abandon the iPhone box appearance. iPhone lacks other device in the curve, however, is very good. The shape makes the iPhone look more professional. This is very good.

10. don't be crazy colors

Apple should not do is frantically of different colours.

Selection of black and white is very good. However, in addition to this, Apple should forget the color. Allow other companies to provide different colors. That would reduce the value of brands. This was something that Apple can't do.

Recently Apple has published 2012 third fiscal deficit quarter of earnings, earnings displayed Apple this quarter revenues only has 35 billion dollars, compared to first fiscal deficit quarter of 46 billion dollars, has reduced more than 10 billion dollars, below market expected, than Wall Street expected of 37.1 billion dollars, while, revenues structure in the, iPhone still is Apple most important of income sources, accounted for Apple income of 46%. Compared to a quarter of 58%, this a proportion has declined.

However, iPhone accessories are also hot, such as cute

iPhone4 cases, stylish iPhone4 cases, metal iPhone4 cases, iPhone power packs and so on.

Data changes cannot fail to attract industry attention, first of all, peak total revenues declined, suggesting that Apple presented a negative growth, but also from the top, down the rate of adjustment is still very great. If there is no improvement in the future for the iPhone business, Apple revenues must also be stalled. Second, the iPhone in Apple's declining share of total revenues, combined with the decline in total revenues, as can be seen, other Apple business growth is limited, and the starring role in the future. Conversely, if Apple's other businesses grow very quickly, even if the iPhone business is shrink, reflect on the total revenue, as may appear stable or even rising.

Different from the open Android system, Apple's iOS is "seclusion" of a system. Apple has single of terminals system, and independent of operating system, and flat of sales channels and very strictly of software ecological environment; and Google is open, its Android operating system currently has cover to over 100 million terminals, and to daily 400,000 of number continued growth, and downstream also has included 36 a OEM manufacturers, and 215 a operators and 450,000 name developer for its provides products and technology support.

Differentiation of this strategy is that the two companies ' survival status distinct, Apple's ability to control the industry envied, can only rely on a product eaten more than half of the mobile phone market profits, and around the orderly operation of the entire ecological chain of the product, this extraordinary ability is not available in the other businesses.

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Sat, 11 Aug 2012

5:47 AM

Can Microsoft Windows8 lead to revitalization in PC market

On August 11, Amazon, Google and Microsoft are not content to provide service and technical support for mobile devices, they have implemented their own smart-phone, Kindle and Surface Fire reader tablets and Nexus representatively.

Keen industry giants have noticed: in the mobile age, wants to maintain influence over users, cannot rely on content and services.

Users of mobile devices are one of the decisive factors.

In the past, hardware control is not so important to the IT industry leaders. PC manufacturers, such as HP, Dell and Acer, competition is fierce between, making their profit margins lower.

Microsoft and Intel took possession of most of the industry's profits. They are the traditional PC "parallel" participants of the business model. Microsoft and Intel PC software and chip, consumer PC are access to the Internet, however, Google and Amazon over the Internet to build their own business model.

However, with the rapid development of mobile networks, the old business model began to collapse. Internet companies have to start

rethinking their positioning and reflections on the consistent attitude that does not focus on hardware.

Apple's superb profitability challenged "hardware margins low" conventional thinking. In the first quarter of this year, Apple's operating margin surpassed Microsoft. Expensive products Surface of Microsoft's upcoming Tablet PC also established the software giant began to emulate the Apple support. And traditional hardware manufacturers, new players entering the hardware market mobile device sales as a means and not an end.

Microsoft hopes to find hardware to make consumers love Windows8, it is probably the most important operating system in the history. Surface of the upcoming tablet computer was born for this purpose. Surface is divided into two versions, pick-up ARM processors and Intel processors respectively. What is more, Apple iPhone5 is coming, more and more iPhone fans are looking forward to it, even iPhone accessories are hot too, such as unique iPhone4 cases, bling iPhone4 cases, metal iPhone4 cases, stylish iPhone4 cases and so on.

"On the Amazon, wheel of hardware is a commercial lubricant." IHS analyst at research company Wayne Lam (Wayne Lam) said.

"Amazon's Kindle reader hardware sales profit margin is very low. But its design philosophy is steady (so that consumers are using a Kindle reader during continuous consumer products)." He said.

"Google keeps the mass market." Gartner analyst Carolina Milanesi said. "Google's revenue came from a large number of users used the search engine and other Google services. If Google layout is not on the hardware equipment, once the hardware manufacturer limits the service mentioned above, Google's revenue will be affected immediately."

Over a period of time, Android smartphones got the success, but its disappointing performance in the flat areas of the iPad's market share remained strong. In order to challenge Apple, Google took pains to launch a Nexus of 7.7 inch US \$ 199 tablet, functional design and low price for the products had high praise. Entering the field of hardware software giant infringed the interests of traditional cooperation partners. Recently, the world's fourth-largest PC maker Acer CEO Mr Wang has expressed

dissatisfaction to the media, expect Microsoft launches Surface a "leap".

However, as more and more consumers go to the mobile Internet, traditional Internet firms are unlikely to restrain control stand.

Lamb believes that traditional business models and supply chain industry relations do not apply to mobile devices--in the areas of mobile, and consumer relationship first.

"HTC and Samsung are not comfortable, but nothing can do.

Hardware merchants invested too much in the Android system, they have no choice. "Mi Lanxi said.

Not all Internet companies are keen to develop their own hardware products. Despite rumors on Facebook coming soon mobile phones had been for a long time, but this is Mark Zuckerberg denied last month. Mark think manufacturing mobile phones seem to be no good reason. He more inclined to Facebook and the depth of the existing smart phone system integration.

"Seen in the rapid growth of mobile Internet, Facebook executives felt antsy. But they need to find the most attractive platform for consumer and business models. "Lamb said.

Google acquired Motorola mobile, triggering fears of a hardware partner HTC and Samsung. It is widely believed that Google sees a large number of patents held by the Motorola mobile. But Larry Page said teams will continue to develop next-generation mobile devices improve people's lives.

Apple is the King. Rich app application, perfect service and a strong industrial design makes the Apple in the top. Newcomers such as Google even want to imitate, it takes several years of time.

Nevertheless, Google, Microsoft and Amazon both select vertical mode--integration of the Apple software, hardware and services, and firmly grasp the function design of future mobile products in their hands. Analyst at Envisioneering Group Richard Doherty thought so.

"This will cause upheaval in the competitive environment."

Richard said. "Within the next five years, or they will become the leader in mobile devices, rather than, like today, but many a member of the mobile phone manufacturers."

Beijing time on August 11, according to market research firm IDC reported in 2012, PC shipments for the second quarter was 86.7 million, down 0.1%. Well below IDC forecasts the growth of 2.1%.

Intel had tried to rely on Super boost PC market selling gas, but global super only sold 500,000 units in the first half. Weak PC market as a whole has been inevitable, reversing the arms only to the fate of the remaining Microsoft Windows8.

Will Windows8 save the increasing decline of PC market? The answer is 'no'. Windows8 was pinned by Microsoft, to be launched in October, but the majority of business users and non-touchscreen

device users, the Windows8 seems superfluous. Microsoft attempting to traditional PC interface and find a compromise point touch interface, at the same time meet the needs of two types of consumers, but Microsoft a hard time convincing the consumers pay for themselves do not need innovation of any kind.

In the recently leaked RTM edition Windows8 (code consistent with the official version), Microsoft no longer allows the user to set the system directly to the traditional desktop models to start, but only as a touchpad interface Metro (magnetic) start screen to start. One of IT managers in anger on Twitter said: "Windows8 start saving time, actually all looking into traditional methods on the desktop!"

You may interested on:

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new ipad cases

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Mon, 13 Aug 2012

6:59 AM

There is an eagerly awaiting Apple innovation behind Apple Fans

According to foreign media reports, Apple is expected to release the new generation of iPhone and iPad mini in September.

Smart mobile technology iMore blog sources revealed that Apple will plan to launch the iPhone5 and iPad mini in the United States on September 12 (Wednesday), as well as the new iPod nano player, and the next-generation iPhone will be released after 9 days, on September 21 (Fri) launch and provide official download iOS or 6 will be held on September 19.

The sources said, the next generation iPhone will be 4 inches, 16:9 flat panel display version, it also has a smaller base, nano-SIM cards, in-cell, LTE radio, as well as the greater part of the screen the battery. The sources also said that, iPad mini with next-generation iPhone may be put on sale at the same day. iPad mini and 9.7-inch iPad looks very similar, but he's only 7-inch display.

For this message overseas famous media AllThingsD technology have also been confirmed, AllThingsD says Apple will indeed be released on September 12, a new generation of iPhone 5 Smartphone, AllThingsD has passed before United States Vice President Al Gore won the exact release time of iPhone 4s, the credibility of AllThingsD news is quite high.

Sharp will supply for iPhone5 screen

According to foreign media reports, Sharp announced on Thursday at a news conference held in Tokyo last week, Sharp is in the production of Apple's next generation iPhone screens this month and is ready to ship.

According to Reuters attended the press conference, President of Sharp Takashi Okuda said to journalists, the upcoming Apple iPhone display will start shipping in August. It is generally accepted that this product is the iPhone 5.

Reuters quoted informed sources reported today, this display is the size of 4 inches, significantly larger than the current iPhone's 3.5-inch display. There are many reports that iPhone 5 will be configured with 4-inch display, however, people think the phone itself not wider. Instead, Apple is said to make the display more higher, extending the available display space.

iPhone5 uses Wireless charging

United States Patent and Trademark Office has been recently presented a number of patents that Apple has obtained, one of which is based on new equipment, use of this new base facilities, user the iOS device is placed directly above or next to the Wireless charging to devices. This new base consolidation has enhanced radiation antenna wireless signal integrity, induced charge wiring and wireless or optical data connection.

Parker in a new report, the research firm predicts Apple will launch in the coming months, iPhone5 is equipped with this wireless charging base.

Analysts say iPhone5 obtained 80 million sales guarantee

According to foreign media reports, Apple's next iPhone will become a hot product. The famous Investment Bank Piper Jaffray analyst Gene Munster a survey of 400 consumers, found 65% people wish that they had purchased a cell phone is the iPhone, in this part of the consumers, 51% said they are waiting for iPhone 5 listing.

In addition, Munster's investigation also found that 94.2% of iPhone users plan to purchase a cell phone that is still under iPhone. Munster said the findings of the above survey indicated that iPhone 5 have been 80 million sales guarantee. More than a few news showed that there are dozens of news media reports every article, visible media enthusiasm for iPhone5. Behind the enthusiasm in the media, is actually powder for iPhone5 looks forward to. What does iPhone fans are waiting for iPhone5?

Apple fans are looking forward to is Apple innovations

From Apple iPhone product generations to 4s, subversion of the cognition of people's mobile phones, but also opens up an era of Apple, Apple has also become synonymous with the innovation of

science and technology. Once iPhone is a status symbol, is a manifestation of high-tech products, but now, only option for iPhone product is a mobile product.

Apple fans is a "geek" characteristics of the groups, who are eager to do not like, desire for new technology, and iPhone products, is not "unique", Apple fans is now tired of iPhone products. Even so, Apple fans still have a lot of enthusiasm for Apple iPhone, we can see it for the hot iPhone accessories, such as

iphone4

dustproof plugs, iphone4 power packs, iphone4 chargers, cute

iphone4 cases and so on. There are all kinds of iphone accessories for you to choose, will let you put it down!

Have the data to prove that love of Apple fans. According to media reports, under the influence of rumours of iPhone 5 will be released soon, eBay recently used substantial growth in Smartphone sales. According to eBay's data, the Instant three days before this week's second-hand Sale service application for Smartphone sales, increasing 70% than last week, at the same time, close to 100,000. At the planned sale of second-hand iPhone, 16GB iPhone 4S first, followed by the iPhone 4 version 8GB and version 32GB iPhone 4S.

Now my question is that Apple iPhone5 fans desire can bring and present products is not the same experience, revolutionary, reignite passion fruit powder products.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Wed, 15 Aug 2012

5:46 AM

Why Nokia gave up Microsoft

Beijing time on August 15, according to foreign media reports, starting from the date of publication, Microsoft Surface Tablet has got wide concern. Many people are worried about its impact on traditional PC Microsoft OEM partner, but I think, it is another to Microsoft hardware partners Nokia's influence has not received sufficient attention.

Referring to when the product is able to challenge Apple's iPad tablet computer, Nokia is one of the companies of the industry that

most commonly mentioned. Of course, one would expect that ASUS launch a good product, Acer launched lower-priced products, Lenovo launched product for enterprise customers, but who will launch a perfect Windows 8 tablet computer? Such products can only come from equally fastidious and pursuit of perfection with the Apple design team design team hand, meaning that can only come from the hand of Nokia.

Microsoft Lab is not only in the development of the mouse, also has been quietly developing a Tablet design, the use of high-grade materials such as magnesium, and equipped with pressure-sensitive keyboard and the seamless integration of bracket. Microsoft spent time and effort in the design of bracket is its attention to detail proved. Surface is such meticulous design process of Microsoft products. Besides, I have to say that Apple iPad still is major driving force, we can see from the hot iPad accessories, such as best

ipad2 cases, best ipad cases,

best

new ipad cases and so on. Apple iPad has drive peripheral industry, if Microsoft wants to beat Apple, it must supply more better accessories.

But the problem is that Microsoft's success that meant Nokia's disaster. People favorite Tablet features are superior industrial design, high-end materials and innovations in interactive mode, and Surface in these respects was very satisfied with it.

Ahead of launched Nokia Tablet PC, Microsoft loses the most faithful ally in establishing the Windows ecosystem. Because the Surface is already very good, Nokia tablets will greatly reduce the chance of success in the market. Nokia is unlikely to be adopted better material than VaporMg (Surface material used), and enhanced the attractiveness of hardware, is also unlikely to design thickness 3 mm-thin keyboard.

Nokia is already in development at least invested heavily in a Windows 8 Tablet PC. Nokia's design department head Marko Ahtisaari in March did admit that its one-third time for designing a tablet computer products have yet to be released, Chief Executive of Stephen Elop has repeatedly said Nokia Tablet areas "more opportunities" are very interested. Nokia currently has not been suspended this plan, particularly in the case of analysts worry its cash reserves.

Bad financial situation was the real reason that Microsoft Nokia disappointed. If you want to rehabilitation, Nokia needs to launch a successful product in the second half of this year. Whether Windows

Phone 8 phones or Windows 8 Tablet PC, Nokia needs a big success of products, allowing investors and creditors that the company has in the revival, will eventually get rid of plight of debt ratings to junk level. In this extreme environment, launch a considered Surface only "very good" alternatives must be considered unacceptable.

If Microsoft holds out an olive branch to Nokia, that is, it will limit the sale of Surface coverage. Microsoft cautiously announced that Surface through only the company is located in United States stores, as well as the selected part of the network of sales outlets. However, over time, as well as on the Surface in the commercial success of this situation may change, but at least at the moment, it gives Nokia Tablet more market space that is left in the global market.

Microsoft Surface meets its best interests, so at least in the short term. Microsoft took control of all of a user's experience of the Surface, by Apple to develop the rules of the game in the game of catching up with Apple. Microsoft Chief Executive Steve Ballmer, in the words of Surface "reflects the integration of hard and soft".

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Thu, 16 Aug 2012

6:15 AM

Can Apple iPhone5 continue success

Message from rumors of Apple's next generation iPhone release date is getting near, near-time related rumors hit came to us that can be said to be inundated with small addendum summarizes, mainly concentrated in naming, time-to-market and most important product configuration.

Name: the New iPhone, iPhone5 or iPhone6?

When it comes to names, we first understood the history of the iPhone. June 29, 2007 18:00 the first generation iPhone 2G in the United States listed 4GB Edition price (according to the situations of the various countries and regions, will need to be entered into with the operator of one to two years ' contract to buy an iPhone, can also be considered as deposited charge the purchase) for \$ 499, 8GB is priced at \$ 599. September 5, Apple announced price reductions, Apple United States online store version 4GB cut-off,

8GB for sale \$ 399. On September 6, jobs published an open letter to all iPhone users on the company's Web site, apologized on the price cut, and its commitment to compensate for older users.

On February 4, 2008, Apple launched the second generation product iPhone version 16G, price of \$ 499.

On July 11, 2008, Apple launched the iPhone 3G, the version 8GB is priced at \$ 199, 16GB version is priced at \$ 299. IOS 2.x is providing the global language.

In June 2009 9 West Conference Centre WWDC2009 (Apple Worldwide Developers Conference), Apple released the iPhone third-generation iPhone 3GS. As a promotion of the iPhone 3G, 3GS is representative of SPEED.

In June 8, 2010 Apple Worldwide Developers Conference (WWDC 10) held the official opening of the Moscone West Convention Center in San Francisco. Apple CEO Steve Jobs has released the fourth-generation mobile phone at the venue, models for the iPhone 4. Apple iPhone4 in the United States published, there are 2 versions, one of version 16G signed 2-year contract price of \$ 199, 32G version of the 2-year contract price of \$ 299 (about RMB 1930 RMB). Retail price 16G bare metal Edition \$ 499, \$ 599 version is 32G. Than the domestic Hong Kong version, slightly cheaper than iPhone4 contracts Unicom licensed importers Unicom plans. The end of April 2011, white iPhone 4 is available for sale in mainland China.

The morning of October 5, 2011, iPhone published fifth generation iPhone 4S, iPhone 4S represents Siri, iPhone5 did not appear at the press conference. At the same time, iPhone4 and iPhone3GS were reducing the price, iPhone3 is contract free, iPhone4 is about \$ 99. iPhone4S 16G contracted price of \$ 199, 32G contracted price of \$ 299, 64G contracted price of \$ 399.

How to call iPhone this year? Apple is already the sixth generation iPhone that will be released this year, if called iPhone5 seems a bit inappropriate, called iPhone6, seems to have some out, but if the name for the New iPhone, then the seventh-, eighth-generation How to get named? What do you think that the next generation iPhone should call it?

Second, time: about in autumn

News that Apple's next generation iPhone prepaid from iMore start times are scheduled in mid-September. iMore said, on September 12 is the day Apple releases next-generation smart phones, and advance work will be opened on the same day, followed by Apple will ship in 9 days after the start of batch, that is the next generation iPhone will probably be September 21 (at least) in

United States markets come first, while other larger markets, such as in parts of Europe, or the global listed dates may be scheduled in the first week of October. This a good news for iPhone fans, because they have waited for iPhone5 for a long time, even some fans have bought some iphone accessories to wait for iPhone5, such as
iphone
dustproof plugs, iphone power packs, iphone chargers,
best iphone cases and so
on.

In addition, according to reports from Apple retail store employees, Apple retail store signs of recent large-scale reductions in new employee, part-time employee work hours were cut at the same time. News that over the past few weeks, Apple in the United Kingdom, Canada and the United States all the retail stores of all staff recruitment activities terminated, United Kingdom within a retail store entry are less than half of all employees have been laid off, including the most recent recruits new employees during the probation period, that some employees had just completed training. Will this affect the release and listing for the next-generation iPhone, the result is not known.

Someone has claimed that the next generation iPhone does bi-color rear cover design of the fuselage, and is equipped with a 4-inch touch screen. This two-color design is due to aluminum rear cover on the design of the next-generation iPhone, for example, the back cover in the middle of the machine consisting of a large area of the aluminum alloy, while smaller sites take the glass, so there have been two-color Visual effects. In addition, equipped with a 4-inch touch screen, this means that the machine will provide the 16:9 zoom, and supports the resolution you may upgrade to 1136x640 pixels. This kind of design is that you can guarantee the screen width unchanged, while the same horizontal resolution to maintain compatibility.

Security: Public
Location: Not Specified
Mood: Not Specified
Music:

Fri, 17 Aug 2012
5:57 AM

How does Amazon to make the mobile service provision

Beijing time on August 17, according to foreign media reports, the United States mobile business market valuation will be \$ 10 billion this year, compared with \$ 6 billion in 2010, which is not small. As part of the e-commerce giant Amazon also do not want to miss this "big cake"

Amazon mobile strategic deployment of the following summary:

Tablet sales: since the published Kindle Fire last year, it was a hot tablet PC, but after sales performance has been very light.

After two quarters of sales is only half of the previous quarter.

According to Amazon's third-quarter market report, the company will soon release new version of Kindle Fire tablet, which will compete with Nexus and iPad mini tablet.

Smartphone sales: Amazon will continue to promote the development of smartphone platforms. There have been rumors that Amazon creates a potential platform. Amazon has also been smart platform for strategic deployment: startups recently acquired 3D map UpNex, acquired Yap speech recognition software company last year and Japan prepaid wireless service. However, major problems still is a software platform for building management, as well as designing a hardware product.

At this point, I have to mention that Apple iPhone5 is coming,

According to outside reliable sources, Apple may be in the United States on September 12, 2012 (Beijing time, September 13) in the United States held the sixth generation iPhone (or iPhone5) Conference. At the same time, iPhone5 reservation will also be open to the majority of users, or at least in the United States 9 days after the launch on September 21. In addition to this, Apple released a second wave on the international market that will begin in the first week of October, most likely on October 5.

International launch date of iPhone 4S is later than United States market release date 2 weeks. Though many foreigners needs a long time to buy the new iPhone, they have lost none of our enthusiasm for iPhone5, many fans have bought all kinds of iPhone accessories to wait for iPhone5, such as

leather

iphone case, cool iphone case, cute iphone case,

metal

iphone case and so on.

Apple iPhone5 issued at the same time, new iPad Mini for 7.85 inches is also published. What is more, it will publish a new iPad Mini, which will compete with Google's Nexus7 and Amazon Kindle Fire.

Software sales: Amazon app store contributed to the success of Kindle Fire. Amazon app store developers are based on every active users can access and the revenues of iOS , it is said that Apple executives also believed that Amazon is said to have control, similar to the iTunes application store will pose a threat to other competitors, including Google app store. In view of the early success of the Amazon app store, attracting developers came to the Amazon mobile application platform to develop a large number of high quality mobile phone that should not be a difficult task.

Mobile advertising: Amazon has the potential to become the main force of mobile advertising. Data is the most important factor relates to survival of online advertising, Amazon has a unique treasure. This database is not about what people want to buy, but about which has an effect on the people who wants to buy.

Media sales: Kindle Fire can be seen as an interactive catalog, will be able to drive Amazon's sales of other products. Kindle ecosystem includes eBooks (Kindle), music (Amazon MP3), movies, and TV shows (the Amazon Prime service) and application products.

On The Digital Reader technology Web site found documents showed that a large Kindle Fire Tablet has just adopted the United States FCC certification. Although not much detail information in the file, but it did suggested that Amazon wants to publish a high aspect ratio of 4:3 device, this device is most likely or 9.7-inch Kindle Fire.

Starting from July this year, about Amazon plans to release the new 10-inch Kindle Fire and upgraded version of the existing type messages began to emerge. First generation Kindle Fire though has 9 months from that time, but its success has been be threatened by Nexus listed on July 7.

In FCC files only show the back of the device, as well as the applicant companies where you want the callout FCC certification mark. The Digital Reader pointed out that the application for equipment company is a shell company called Harpers LLC, rather than frequently used by Amazon MO.

Amazon may just upgrade version 7-inch Kindle on the Fire that changes the aspect ratio, but the possibility is very low. The FCC plan announced a complete version of the file in December this year, which means that this device will be released this fall.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Mon, 20 Aug 2012

4:42 AM

Nokia and Microsoft ganged up on Apple iPhone5

When the Apple iPhone and Android smartphones are in occasion of the medals in the Smartphone market, another pioneer in the Smartphone operating system market--Microsoft joins WindowsPhone7.5 as well as many Windows Phone mobile phone manufacturers enter into the Smartphone market again. On March 21, 2012, issued WindowsPhone7.5 in domestic Chinese version of Microsoft, Nokia, as Microsoft's Windows Phone Smartphone in the camp's most important strategic partner, Lumia series WindowsPhone7.5 Smartphone is also officially lands in the Chinese market, WindowsPhone7.5 in the past 5 months, what did Nokia have achieved results in China?

Based on Microsoft's latest data, application in the Windows Phone Marketplace has more than 100,000, more than 40,000 of them in China Mall, and more than 7,600 applications a variety of Chinese, many of them comes from the IOS and Android ported outstanding beauty, and also from exclusive applications such as Microsoft OFFICE. According to Microsoft platform cooperation senior consultants Fei Yan of described, often smart phone Board user by using of application total number probably in 60 a around, and actually currently in other smart phone platform using up of is ranking100 name of application, these application basically covers have we daily using of most needs, Microsoft in this above hope do people has I has, people has I excellent, for some innovation application is people no I has.

According to Microsoft's data, there are40,000 Windows Phone registered developers currently in China, China's development tools download 320,000 times from 5 months time, Microsoft made such achievements, which is quite good, and has started to build a complete ecosystem of Windows Phone Smartphone, many well-known domestic and foreign media and analysts on the future prospects for Windows Phone.

As a strategic partner Microsoft Windows Phone of Nokia, in order to stand out in the fierce competition in the domestic smartphone market, currently in the country have launched 6 Lumia series WindowsPhone7.5 smart phone, in addition to the eco-system and Microsoft continued to build a Windows Phone and launch Windows Phone mobile phone products, Nokia began to find their own way to breakthrough, And Nokia Lumia800 mobile by virtue of its excellent design, beautiful color schemes and the acclaimed, and award-winning in the international.

Application is smart phone of lifeline, Nokia and Microsoft has a close of cooperation, common build Windows Phone ecological system, and developed has three article Nokia application development policy: 1, comprehensive cover mainstream application, and achieved superior other platform of user experience; 2, top brand cooperation, provides more alone enjoy service and the application; 3, improved existing of application, for consumers provides best experience.

Application for Windows Phone system, users are too entangled in completely transplanted from excellent applications for IOS and Android, but may restrict a developer of Windows based Phone System for development, because most of these applications were developed for other smartphone systems, there is no reason to fully play its Windows Phone System features and advantages, we expect to see more in the future based solely on Windows Excellent Phone System feature development by innovative and outstanding application.

Besides, I have to say that Apple iPhone5 is coming, Windows Phone will tend to become more stressed, as far as I know that many iPhone fans are looking forwarding to it, even they have bought many iphone accessories, some of them have bought a iphone4 and some iphone4 accessories, such as

metal

iphone4 cases ,cool iphone4 cases, leather iphone4 cases, stylish

iphone4 cases and so on.

Currently many smart phone manufacturers are make a competition on price, screen size, configuration and hardware indicators, for Windows Phone this does not consumption too much hardware resources of smart phone system, hardware configuration clearly not core elements, ecological system of integrity is competition of points, Windows Phone8 will be published, Microsoft of Windows8 desktop operating system also to be published, smart phone market competition pattern is may occur new of changes.

Nokia, how to better grasp the Windows Phone8 and this new ecosystem and the formation of new market opportunities for Windows8, Windows Phone Smartphone products provide users with better and more exclusive services and applications, and will also serve as they gain a competitive advantage in the Smartphone market an important factor.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Wed, 22 Aug 2012

5:28 AM

How to build Mobile empire for Amazon

Beijing time on August 22, according to foreign media reports, this year United States mobile commerce market size by 2010 will add from \$ 6 billion to \$ 10 billion. As a leading e-commerce site, Amazon wants to occupy a considerable share.

But in the areas of mobile, Amazon's ambitions never limited to e-commerce. BI Intelligence, market research firm recently released report provides a detailed analysis of Amazon's mobile strategy, including the possible impact of Amazon Smartphone, Amazon mobile advertising giant capacity.

The Tablet sales: at the end of last year when it was first launched, it had booming sales, Kindle Fire tablet computer sales have been tepid, followed by two-quarter sales amounted to about half of the fourth quarter of last year. Widely is expected to soon announce new Amazon Kindle Fire, listed for sale in the third quarter. Taking into account the Google Nexus and Apple iPad mini, there will be an unprecedented fierce competition in the Tablet market.

Smartphone sales: Amazon continues to get Smartphone platform elements. Industry rumors to push Smartphone platform in the Amazon, but never received the Amazon confirmed. Amazon wants to build smartphone platforms: evidence for recent acquisition of startups UpNext 3D maps, acquired speech recognition software developer Yap last year, Japan launched the prepaid wireless service. But Amazon's software platform for the development and management of, and the ability to design, publishing and hardware are a big problem.

Software sales: Amazon's Appstore app store has achieved great success on Kindle Fire platform. Developers got from each active user to gain revenues commensurate with the iOS platform. Media reports that Apple executives worried that Amazon and iTunes is similar policies makes it better than other app stores, including Google's Play has been more successful. In view of the early well, Amazon in persuading developers to their mobile phone application development should not any difficult.

Mobile advertising: Amazon has the potential to become a mobile advertising giant. Data is the lifeblood of online advertising, Amazon have mastered a lot of data, data include not only people like to buy which products, also included in persuading a user to purchase the product what it is recommended the most valid

data.

Media sales: to Kindle Fire the best explanation is an interactive directory, promoting the sales of Amazon products.

Eco-systems including e-book Kindle (Kindle), music (Amazon MP3), films and television programmes (Amazon Prime) and the application.

Now we take about its opponent-Apple. According to the standard and S&P's calculations data showed that according to Monday's closing price, Apple's market capitalisation hit a United States listed company's highest-ever levels.

From the company's business, as the "after age of Steve jobs " of new products, iPhone5 undoubtedly attracted market attention and expectations. As the industry's Giants, new product launches will inevitably lead to a new wave of "Apple Mania", while good for iPhone5 expected to benefit domestic a-share companies involving Apple's business performance, it was the main reason helped push shares rose.

Recently a-share companies published in the middle of 2012, from information, many listed companies on the Apple concept performance is good, this is one of the important factor driving its shares rise. In addition, the weakness of the market, capital market could not find a valid investment targets, often choose the hype like "Apple unit" such a concept, which also promote its out of a rally.

What is more, Apple iPhone5 will be launched on September, now most people have made an order from Imore net, even most people have bought many accessories to wait for iPhone, such as unique

iphone case, leather iphone case, bling iphone case, metal

iphone case and so on. If Amazon wants to beat Apple, there are many problems still need to improve.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Fri, 24 Aug 2012

5:30 AM

The flames of war are spreading in Smartphones market

All kinds of rumors and news in the mainstream media have identified Apple iPhone launch will be held on September 12, but so far, Apple has not issued invitations to the media. Sixth

generation of Apple iPhone is the most anticipated product for a lot of people, because this device is probably becoming the first non-iPhone 3.5 inch screen, the new iPhone will be equipped with a small Dock, support 4G LTE and Nano-SIM cards, and so on.

Foreign media today 9to5Mac exposing said Apple Executive who asked not to be named said, these two days they will open new iPhone release time, however on September 12 we will not see the iPad mini, since its release date will be in October.

Most of the rumors said, the new iPhone will be equipped with a 4-inch touch screen at a resolution of 1136x640 pixels, carrying A5X dual-core processors, and replacing the 9-pin Dock Connector, its fuselage will be even more slim, and remix duo metal back cover, and the machine will support LTE 4G network.

For competitors, the new iPhone will certainly have an impact on your company's business. In the past three weeks, Samsung, Nokia, Motorola and Amazon make an invitation to launch new products that will be held in late August and early September launch to. This way can turn some consumers are concerned to look to their own. Let us look at these companies what products will be published in the near future. Besides, I have to say that many big fans have bought many iPhone accessories to wait for Apple iPhone5, such as iPhone dustproof plugs, iPhone cases, iPhone skins, iPhone data lines,

iPhone power packs and so on.

Samsung: Apple on August 2, sent invitations to the media, said the company will be held August 29 Unpacked presentation. Samsung will release Galaxy Note that is 5.3 inches large screen devices of second generation products. Does not know the second generation Note whether you can use a larger display.

Nokia: Nokia and Microsoft joint invitation letter issued on August 15, the New York Press Conference will be held on September 5. Microsoft has just released Windows Phone 8 system, may release a Nokia devices. Seems Nokia following Microsoft's heart remains unchanged.

Motorola: letter of invitation from Motorola released August 17, September 5, also announced new products in New York. Rumors said that Motorola will announce the latest flagship phone Droid RAZR HD.

About Apple will release in September new iPhone5 and iPad Mini message, although there is no officially confirmed, there are many domestic and foreign media have been identified in September is

that Apple announcement time. Today, Amazon announced their new Conference will be held on September 6.

On September 28 last year, Amazon has launched a Kindle Fire, Kindle 4 and Kindle Touch three devices. Last launch is over a year now, not surprisingly, this meeting should be the launch of new products. Besides, Amazon adjusted prices for a Kindle DX and some accessories, Kindle Touch 3G was temporarily not available, Kindle Touch Wi-Fi deferred, while Kindle Keyboard Wi-Fi and even directly from the sales page disappeared â various indications, the new device is coming.

After the rumours said, Amazon's new Kindle Fire will be released in the third quarter, the new device is thinner than the previous generation, at the same time equipped with cameras and higher resolution screen. BGR also said that Amazon will be in the next few months to launch two tablets, one 10-inch display.

Amazon and Apple are competitors, such as Amazon's Tablet PCs and the Apple iPad. Another reported that Amazon is cooperating with Foxconn to launch Smartphone, whether this is in the Smartphone challenge Apple iPhone5?

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Mood: Not Specified

Music:

Sat, 25 Aug 2012

4:58 AM

Amazon will launch a new generation Kindle Fire on September 6

Beijing time on August 25, MarketWatch columnist Therese Poletti published an articles to say that Amazon is most likely to launch a new generation Kindle Fire Tablet products on September 6, at that time, it will also announce plans for their smart phones.

September is a peak of new product releases for the enterprises, most analysts expected, Amazon will be held in Santa Monica, California, in early September, it will roll out an upgraded version of Kindle Fire Tablet products.

However, from the Amazon announced schedule, in which there is more thought-provoking information. Market participants expect Amazon's product launch is scheduled for the September 6, before that day, Microsoft and Nokia will jointly hold a press conference in New York, after a week, Apple is likely to be the formal launch of iPhone 5. The industry believes that, judging from Amazon product launches set time, the company is entirely possible, as

widely rumored, and announce plans for Smartphone development. Forrester Research Analyst Sarah Rotman Epps said that Amazon Conference will focus on next-generation Kindle Fire Tablet products, as to whether the company will publish content associated with a smart phone, "there it is difficult to judge". The Wall Street Journal earlier reported that Amazon is secret tests a Smartphone, is expected to be at the end of this year or early next year, the official mass production sales.

If Amazon does have launched Smartphone to compete with other upcoming product plans, then the company will launch on September 6 that is more meaningful. Now, consumers have a highly-anticipated for Apple iPhone 5, and Apple iPhone 5 has accumulated a lot of demand, if Amazon Smartphone makes amazing, so makes it proactive position in spending in the fourth quarter of the peak season. Besides, I have to say that even many iPhone fans have bought all kind of iphone cases to wait for iPhone5, such as cute
iphone case, leather iphone case, cool iphone case,
unique
iphone case and so on.

In addition, Apple is likely to release Mini iPad in September, to this view, the launch of next-generation Kindle Fire, means that the Amazon was a step ahead on the tablet.

It is expected that the upcoming September will also perform on the number of new product releases show, at which time the major manufacturers of smartphones and tablets will have made her debut appearance.

Amazon's share price climbed to an all-time high on Friday, partly because its new agreement with NBC Universal, on the other hand, Amazon announcement will be held on September 6, the industry it is expected to release a new Kindle Fire tablet.

United States technology sector dragged down Friday by Autodesk, it fell, it is the worst p 500 index shares in recently time, because the previously released performance disappointing. When it was in Friday, Autodesk-15.6%, amounted to \$ 30.13. Amazon Friday climbed 1.9%, amounted to \$ 245.74, once when highest in \$ 246.87. This year, Amazon's shares rose 40%.

Amazon does not disclose the content of presentation, but the launch will be made by its Kindle-sector organizations. Amazon Kindle Department is responsible for providing eBook, eBook reader, Kindle Fire tablet computers and other equipment.

"There have been many rumors, Amazon could at the press conference to launch the new generation Kindle Fire tablets. "World renowned consulting firm Frost&Sullivan tablet computer analyst Pete Finalle said this.

But there are rumors showed that Amazon and Foxconn will be collaborated to develop intelligent machines.

Developer and retailer partners said last month that Amazon plans to expand its mobile platform, expanding the equipment supply. Staples United States retail Managing Director Demos Parneros that Amazon will launch a 5-6 Tablet PC models, which include a 10-inch model. Staples sale currently is existing Kindle readers.

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Mood: Not Specified

Music:

Mon, 27 Aug 2012

5:43 AM

Would you buy Amazon Smartphone

According to foreign media reports, the global Internet retailing giant Amazon has invited media to attend the company's new product Conference that will be held in Los Angeles on September 6, the industry generally believe that this Conference will publish the latest Amazon Kindle Fire. In view of the success of Google's Nexus series, especially the Nexus 7 Tablet PC challenge, Amazon has no choice, can only launch Kindle Fire compete with Google, Amazon updates their product at a low price, which becomes more meaningful.

It is learned that Amazon is expected to break into the Smartphone market in the industry, this idea seems not absurd.

According to the Wall Street Journal reported, earlier this summer, Amazon has worked with Asian phone manufacturer to build Amazon's own Smartphone to "contact."

Analysts on the future of the Amazon market operation, make 5 big expectations:

1, launched a "free" subsidies of Kindle

Newspaper and magazine publishers, through waste ink tank paper beats to make the circulation, wireless carriers are simple digital subscription to gain greater "circulation".

As the eBook and Tablet PCs prices continue to fall, the industry generally believe that the digital number of subscriptions will increase, and will further stimulate the Amazon and other manufacturers are promoting "free" hardware products that users

promised two year digital subscription contract, this trend will snowball-like, become increasingly common.

2, discloses the real sales data

Amazon has always been like a huge amount of data. Such as the Harry Potter series of books sales, Amazon gave no detailed sales data. When Amazon sells their product, looks forward to that situation to change. In the era of Amazon's Kindle, Amazon often does not reveal any indicators on Kindle product. This case needs to change, Amazon is expected to follow the example of Apple, as Apple details iPhone, iPads, iPod and Mac product classifications, such as sales, rather than only to abstract data.

3, improved Prime Instant video service

Amazon's "Digital Sweden-buffet" service enables Amazon Prime users to enjoy free services at this point and get different results compared to rival Netflix, get endorsed by the majority of users. Currently, Amazon's applications are increasing, docking with the customer needs also need to improve. Netflix can increase billions of hours per month of streaming media, Amazon has to do better.

4, Amazon Smartphone launched with subsidies that adaptation to the policy

After Amazon launched Smartphone, how to obtain market recognition--the question is inescapable. There are too many manufacturers in the market do better than Amazon Android smartphones this area excellent, Amazon want to rise that are not easy, you need sword side.

United States two major mobile operators will continue to maintain "do not push an unlimited data plan" policy, which opened to gain market recognition of the door for Amazon. Using Amazon of device of user all Internet time will in Amazon shop, more important is to convenient they purchased Amazon video, and audio, and Amazon Cloud and Amazon new of social game products--and these does not needs operators directly face consumers, as long as purchased Amazon of smart phone, by Amazon of content provides commercial provides phase adaptation of subsidies policy, this initiatives will make Amazon more competitiveness in smart phone market.

If Amazon want to hit that Amazon can make money in other ways, and subsidy policy will be a real difference (compared with Apple). Even more important was Amazon subsidization policies adapted to smartphones and will help the Amazon's fledgling digital music and video services more competitive in the market. However, Apple iPhone5 will also be launched on September, which give an big press

on Amazon, according to reports, many iphone fans are looking forward to it, even some people have bought all kinds of iphone accessories, such as
iphone
dustproof plugs, iphone data lines, iphone cases,
iphone
power packs and so on.

5, start a positive school policy
About the large number of school students, was popular on campus this year "get one iPad". This suggests that Apple's iPad is Amazon's biggest rival, although the price iPad is twice times than Kindle Fire and the Nexus 7, continue to seize the schools market. Apple with its strong market position, became the most influential e-book provider for many schools.
So how does Amazon deal with? Many years ago, the Amazon is a technical lead with Kindle product became a pioneer in the industry, but how to curb the momentum of Apple in this area.

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Location: Not Specified
Mood: Not Specified
Music:

Tue, 28 Aug 2012
2:58 AM

Electronic products will spring up in September
September is destined to be the scientific and technological community schools for a month, Microsoft, Motorola, Nokia and Apple product launching event will be held in succession Savings for a year, Amazon will also be back next month the user sights.
On September 28 last year, Jeff Bezos in California has released three Kindle devices at once. In addition to cottage priced Kindle reader, the price of \$ 199 Kindle Fire opened the Amazon prelude to enter the Tablet market, will soon become a depressed Android tablet to challenge the iPad dominance in the market's iconic products.
This year's Conference also is significant, both in the e-reader market is Android consumer Tablet market, competitors had launched pre-emptive performance better and cheaper products. Only from the perspective of the device itself, Amazon's advantage has disappeared. Iteration cycle of a year is long, Amazon still needs to take an exciting new product.

First, of course, Kindle is an update the traditional product line. The current fourth-generation Kindle development, both hardware design and the experience has been maturing. This focus should be settled in a number of product updates on the rim of the practical features, such as joining the screen backlight, in response to the GlowLight backlight technology equipped competitors Nook of Simple Touch. In addition, the Kindle touch space infrared touch technology is still improving. Product prices, new products may maintain the generation of price or even lower levels. As the digital subscribers continue to grow, we can even look forward to the Amazon contract Kindle--two years digital subscription contract, the machine is free.

As a generalization of the Amazon service, Kindle Fire was pinned by Amazon. It is almost certainly that Amazon will upgrade existing Kindle Fire, such as adopting a more slim design, configured the camera to enhance the screen resolution, and so on. In addition, Amazon might broaden the Kindle Fire product line. Previously on rumors that Amazon will launch a 10-inch Kindle Fire has lasted more than a year, news that Tablet codenamed Hollywood. Product line layout with different price points, majored in different markets in order to meet the needs of different levels. With price advantages, if you implement a full cover, Amazon's tentacles reach out more competitors. We have reasons to see several different configurations of Kindle Fire.

The most anticipated product perhaps to Amazon Smartphone. Developers and retailers in last month said that Amazon will plan to broaden its own mobile platform and product line. According to Bloomberg reports Amazon is working with Foxconn to launch Smartphone. Amazon launch conference on that Nokia and Microsoft will jointly issued a day after one week before the Apple announcement, at that point in time is easy to "cards", if Amazon could launch smartphones in due course, it may forestall one 's opponent by a show of strength in the fourth-quarter holiday shopping season. However, Amazon still is hard to beat Apple, because Apple has a lot of crazy fans, though they have bought Apple iPhone, they still want to buy iPhone5, even some people have bought iphone accessories, such as bling iphone case, stylish iphone case, leather iphone case, metal iphone case and do on.

Currently mobile phone industry continues to be a combination of soft and hard the old ways, in addition to Appstore software resources, Amazon also have included Kindle ebook platform, Audible store, MP3 music store, Prime content resources such as online video. One hand wield control over digital content consumption, one hand wield hardware manufacturing experience, Amazon rightly wants to Kindle Fire mode to expand to mobile platforms. After all, on the Tablet punch alone is not sufficient.

In addition, as the world's largest online retailer, Amazon have mastered large amounts of user data, built-in service via mobile phones, handsets will obviously have a stimulating effect on Amazon's sales. In addition to the built-in application Amazon store, can also take advantage of LBS with a combination of Amazon warehouse logistics. Conversely, by Terminal Amazon can collect more data, then continue to enhance the shopping experience. Of course, for Bezos never fights for immediate gains and losses, lower price is Amazon true "trump card " .

Security: Public

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Mood: Not Specified

Music:

Wed, 29 Aug 2012

5:36 AM

Patent disputes changed the pattern of mobile electronics market

After won Korea Samsung Electronics patent controversy, Apple shares on 27th hit a record high, a market capitalization has reached \$ 633.386 billion. On the smart-phone market, Samsung and Apple are of about the same strength, but in the Tablet market, Apple has sat quietly this place highest post with the absolute advantage.

The industry believes that Apple and Samsung patent dispute over the short term, or will make Microsoft sits collecting benefits of Fisher, followed by Apple releases the next generation of smart phones and tablet computers, or on other mobile terminal manufacturers of Android launch patent "attacks" on the future mobile terminal market, Apple will certainly be "eating" share more. However, if Apple only wants to patents as a weapon for market, I am afraid, they will eventually hurt themselves.

Apple is becoming the world's best electronics companies. In Korea Samsung Electronics patent lawsuit victory message clunker, as United States time, 27th, Apple shares rose to \$ 1.88% to its all-time high, a market capitalisation has reached 633.386 billion. In contrast, Google 27th fell 1.4% to \$669.22, Samsung share price

collapse in the 27th 7.5%, the declining market share reached \$ 12 billion, in value, 28th rally 1.27%.

Further fermentation patent dispute with Apple and Samsung, Apple iPhone supply chain company of desay battery (000049, unit) (000049.SZ), ' anjie technology (002635, unit) (002635.SZ), Asahi Kasei Electronics (601,231, unit) (601231.SH) benefit from positive stimulus, as of 28th closed up, 3.34%, 7.42%, respectively.

At present, the market Apple or is expected to release a new generation mobile phone iPhone5 in September, the court case undoubtedly added more confidence and chips to Apple, as well as Apple's new product release consolidates leading position in the market on the eve. Though many people have bought iphone4, they are still looking forward to Apple iPhone5, even some of people have bought some iphone accessories on best case mall, such as iphone skin, iphone power pack, iphone dustproof plug and so on.

According to tracking reports IHS iSuppli Corporation, fierce competition for Apple and Samsung smartphone market leader position, the two sides sometimes each quarter are rotating power. The second quarter of this year, Samsung ranked lost to Apple in the Smartphone market after six months, returning to the top, 5% of its sales growth in the first quarter, up from 34 million to 36 million units; whereas Apple shipments dropped by 26% from 35 million in the first quarter dropped to 26 million.

Analysts believe that this is mainly macro-economic changes, new competition in the Smartphone product enhancements, as well as consumers postpone purchases to wait for the new iPhone related to market. This is similar to the Apple growth slowdown in the third quarter last year, when consumers are waiting for Apple to launch iPhone 4s, new product launch, Apple's shipments will rebound. Overall, Apple created the trend, has spearheaded the introduction of multi-touch navigation, and provided an intuitive user interface and experience; Samsung quick follow up, launched dozens of smart phone models every year, which makes render double-hung side by side the global smartphone market situation.

Whether Apple's iPad shipments around the globe are a tablet computer market share in China, are in an unattended and the rate

of increase.

ISuppli's latest report showed that Apple iPad shipments of 17 million units in the second quarter of this year, compared with 11.8 million in the first quarter grew by 44.1%, in its second-quarter global market share increased to 69.9%, compared with a quarter 58.1% growth cent. Followed by Samsung, Amazon tablet computer shipments in the second quarter, and 2.254 million Department, respectively, the market share of 9.2%, respectively.

In addition, according to statistics from Analysys International, 2012 in Chinese Tablet PC market share in the second quarter, Apple Sales ring up 20.06%, share rose to 72.66%. Association of secondary market sales fell, the market share reached 8.38%; one person to the third accounts for 3.63%; Samsung's sales fell by 7.69%, market share fell to 3.59%, was fourth.

Security: Public

Location: Not Specified

Mood: Not Specified

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