

# Phone makers jockey for edge ahead of new iPhone (Update)

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In this Monday, June 11, 2012, file photo, Apple CEO Tim Cook walks on stage during the Apple Developers Conference in San Francisco. Makers of consumer electronics are refreshing their products for the holiday shopping season. Apple's rivals are hoping that a head start on the buzz will translate into stronger sales. Nokia and Microsoft, in particular, are trying to generate interest in a new Windows operating system out next month. (AP Photo/Marcio Jose Sanchez, File)

Nokia and Motorola have unveiled five new smartphones between them, while Amazon is expected to announce a new Kindle Fire this week before attention turns to a new iPhone from Apple next Wednesday.

Makers of consumer electronics are refreshing their products for the holiday shopping season. Apple's rivals are hoping that a head start on the buzz will translate into stronger sales.

Nokia and Microsoft, in particular, are trying to generate interest in a new Windows operating system out next month. The two phones announced Wednesday by Nokia are its first to run Windows Phones 8.

Motorola Mobility, meanwhile, is extending its Razr brand. That's the name of a popular clamshell phone from 2004, the last time Motorola had a hit. Apart from the name, the three new smartphones bear no resemblance to the original phone.

They are the first major devices Motorola is launching under new owner Google Inc., which also makes the Android operating system that rivals Apple's phone software.

Sales of Apple's iPhones are still strong, though the company lost the lead in smartphones to Samsung this year. Samsung Electronics Co. benefited from having its Galaxy S III out in the U.S. in June, while Apple was still selling an iPhone model released last October. A new iPhone is expected as early as this month, allowing Apple to recapture the attention and the revenue.

Apple dominates the market for tablet computers. Seven out of every 10 tablets shipped in the second quarter were iPads, according to research firm IHS iSuppli. Rivals have been trying to compete with smaller, cheaper models—such as Amazon's Kindle Fire. Now there's speculation that Apple will be coming out with a smaller iPad as well.

Here's a look at what to expect:

#### — NEW IPHONE

Apple Inc. has come out with a new iPhone each year, and that's likely to continue. The new model is expected to work with fourth-generation, or 4G, cellular networks that phone companies have been building. That

capability is something the S III and many other iPhone rivals already have. A bigger iPhone screen is also possible.

Apple will host an event in San Francisco next Wednesday. The topic wasn't disclosed, but the email invitation contains a shadow in the shape of a "5"—a sign that the iPhone 5 is coming. Sales usually begin a week or two after such an announcement.

One thing is known: Apple plans to update its phone software this fall and will ditch Google's mapping service for its own, as a rivalry between the two companies intensify.

#### — SMALLER IPAD

Apple has done well selling its full-sized tablet computer, which has a screen that measures nearly 10 inches (25.4 centimeters) diagonally. Many companies have tried to come out with iPad alternatives, but the ones that have had moderate success have tended to be those with smaller, 7-inch (17.7-centimeter) screens and lower price tags.

There's speculation that Apple will come out with a mini iPad this fall—possibly with a 7.85-inch (19.9-centimeter) screen—to compete with those competitors. It's not as much a certainty as a new iPhone, though. Apple hasn't said anything about its plans.

#### — REKINDLING THE FIRE

Amazon.com Inc.'s 7-inch (17.7-centimeter) Kindle Fire is one of the smaller tablets with decent sales. Last week, Amazon said it has sold out of the Kindle Fire, a sign that it retooled its production lines for a successor.

Amazon has a major event planned in Santa Monica, California, on

Thursday. Amazon hasn't said anything about what it will say, but it's expected to announce a new Kindle Fire and possibly other Kindle e-readers, too.

Barnes and Noble Inc., which makes the 7-inch (17.7-centimeter) Nook Tablet, may have an update this fall as well.

#### — MOTOROLA'S RETURN

Though it's a pioneer in the cellphone industry, Motorola hasn't had a hit since the Razr phone came out in 2004. Under new owner Google Inc., Motorola Mobility is trying to change that.

On Wednesday, Motorola announced three new smartphones bearing the Razr name. Verizon Wireless started taking orders for the first of the new phones, the Droid Razr M. It's a cheaper, smaller phone than the Razr that Motorola launched last year. The \$99 Razr M will be in stores next week.

Motorola will have two high-end models, the Razr HD and Razr Maxx HD, later this year. It's emphasizing long battery life—up to 21 hours of talk time for the Maxx HD, or 10 hours of video streaming.

These are the first major products from Motorola since Google bought the company for \$12.4 billion in May. Google, meanwhile, continues to sell a 7-inch (17.7-centimeter) Android tablet, the Nexus 7, made in partnership with AsusTek Computer Inc.

#### — CALLING ON WINDOWS

Microsoft Corp. will release a new version of the Windows operating system on Oct. 26, one that's designed to work on both traditional computers and tablet devices. A new version of the Windows Phone

system is coming out, too.

Once-dominant phone maker Nokia Corp. has been struggling in the shadow of Apple and Android, and it's counting on the new Windows system for a revival. On Wednesday, Nokia and Microsoft unveiled two new devices under Nokia's Lumia brand—the 820 and the 920.

Nokia CEO Stephen Elop says the new phones will go on sale in the fourth quarter in "select markets." He didn't say what they would cost or which U.S. carriers would have them. Investors were disappointed, and Nokia's stock fell 16 percent on Wednesday.

Samsung, which surpassed Nokia as the world's largest maker of mobile phones in 2011 and overtook Apple in smartphones this year, showed off a Windows 8 phone last week. It didn't announce an availability date either.

#### — SURFACE

Microsoft plans its own tablet computer, too. It's new territory for Microsoft, which typically leaves it to others to make devices using its software. Now, it will be competing against its partners.

The Surface tablet will come in two versions, both with 10.6-inch (26.9-centimeter) screens, slightly larger than the iPad's. One model will run on phone-style chips, just like the iPad, and will be sold for a similar price. A heavier, more expensive version will run on Intel chips and be capable of running standard Windows applications. The Surface will go on sale on Oct. 26.

#### — NEW BLACKBERRYS

A year ago Research In Motion Ltd. disclosed that it was working on a

next-generation phone system for the BlackBerry, which now looks ancient next to the iPhone and Android devices. It was supposed to be out in time for this year's holiday season. That won't happen.

In June RIM pushed the release of BlackBerry 10 devices into early next year, saying it wasn't ready. That means RIM will not only compete with the new iPhone and Android devices out this fall, but it will also have to contend with the new Windows devices.

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