

SMARTPHONES

THE WORLD IN YOUR POCKET

Hip Hop sensation Drake makes sweet music with his mobile

3
TIPS

TO MAKE THE MOST OF YOUR SMARTPHONE

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Get creative
Apps let you express your inner artist



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CHALLENGES

TIP

1

GET READY FOR
A NEW ERA OF
TECHNOLOGY

The current technological advancements of smartphone technology are **certainly futuristic**, and will only continue to evolve. Flashy features like voice recognition and clear video calling will soon **be the norm**.

Smartphones: The future is upon us

If you think your current smartphone is the pinnacle of mobile technology—in the immortal words of '70s Canadian rockers Bachman-Turner Overdrive—baby, you ain't seen nuthin' yet.

Tomorrow's wireless devices will act more like pocket-sized computers, capable of much more than web surfing, email, photography, music, GPS, live TV, and, oh, making phone calls.

"Mobile devices are infinitely more personal to us than any other piece of technology in our lives—including the so-called personal computer," says Carmi Levy, a London, Ont.-based independent technology analyst.

"From the moment we wake up to the time we fall asleep, they're rarely out of arm's reach, and tomorrow's devices will run the kind of full-blown software and services we've traditionally used on desktop and laptop computers" predicts Levy.

Blaik Kirby, Bell Mobility's Senior Vice President of Sales and Marketing, mirrors Levy's sentiment: "Smartphones used to be for business, but they've evolved into a consumer device, too, and have become a very important daily companion for both [groups]."

"And there's so much innovation—it's amazing to see the lifecycle of smartphones go from, say, every 18 months, to major improvements every three to six months," Kirby adds.

Care to peek through the crystal ball for other amazing innovations on the horizon? The following is a look at what to expect over the next

few years.

Powerful processors, speedier networks

Networks will get faster and cheaper, while the devices themselves will become more powerful. "This combination will ultimately blur the line between mobile and conventional devices like PCs," says Levy.

"Greater networking and processing capability will give tomorrow's mobile devices the analytical capacity of today's top-end desktop machines," predicts Levy. "This will not be your father's BlackBerry—it'll be more like a mobile supercomputer."

After HSPA+, the wireless industry is rolling out "4G" service—often referred to as Long Term Evolution, or "LTE"—with wireless speeds between 100 and 300 Megabits per second (Mbps) downloads. By comparison, only a few phones are capable of HSPA+'s 21 Mbps downloads, and only in select markets. In plain English, this extra speed means you could start streaming, say, a high-definition movie to your phone instantaneously without waiting for the huge file to download.

Better interfaces, bigger screens

To support the evolution from smartphone to true PC replacement, the form factor might evolve from a small physical screen to virtual screens built into glasses or projected on any nearby surface. Some phones in Asia today include dime-sized Pico projectors that beam an image onto a blank wall or boardroom screen, but virtual keyboards



Marc Saltzman
Host of CTV News Channel's "Tech Talk," CNN's "Tech Time" and Cineplex's "Gear Guide"

that project a usable QWERTY keyboard onto a table are in the works, too. Perhaps this also explains the growing popularity of tablets that are nestled somewhere in between a smartphone and computer-in size, functionality and price.

"Similarly, text entry will evolve past clunky thumb keyboards to voice control," explains Levy. Yes, just like how Captain Kirk from Star Trek interacts with the U.S.S. Enterprise's onboard computer. On a related note, most phones in the future will allow for smooth video calling, à la The Jetsons, and will be as commonplace as voice calls today.

"With the input and output equation solved, the need for full-sized keyboards and displays will shrink—the only computing device you'll need will be the one you carry with you," Levy adds.

Pushed services, augmented reality

Wireless phones in the near future can tell you information based on your surroundings, such as a lunch special at a restaurant you're walking by, because your phone knows what time of day it is and perhaps you've frequented this chain before.

Or imagine walking your dog in a park and your phone notifies you an old friend is about to stroll by.

These services will likely make use of a combination of cellular connectivity and GPS data as well as Bluetooth or radio-frequency identification tags (RFIDs), the latter of which communicates to a wireless sensor in the area. Therefore you could walk into, say, a department store and a digital coupon might flash on your phone's screen for a blouse you were previously interested in.

What's more, mobile phones will soon show you additional information about your environment and augment your view of it through the phone's camera or special glasses. Look at a business colleague and facial recognition technology immediately pulls up data such as their birthday, likes and dislikes and kids' names. Drive past a highway exit and you'll see a virtual McDonalds logo (and arrow pointing towards the location) hovering just above the off-ramp. Or if you stand in front of Toronto's CN Tower you'll see information about its height, history and hours of operation, and so forth.

This is all a question of "when," not "if," as the smartphone category is evolving at a rapid pace. Are you ready?

Be on your best "techno-haviour"

Suffering from dropped call drama? A victim of cell phone rage due to poor network service? Don't worry, you're not alone.

A new study from chatr wireless looked at Canadian attitudes and behaviours around technology or "techno-haviour." The findings showed that while technology advances, particularly as it relates to cell phone technology, our "techno-haviour" may not be keeping pace. To combat the often not-so-appropriate behaviour, follow these tips for cell phone etiquette:

■ **Set yourself up for success!** First off, choose the right wireless provider for your budget so that you can avoid the frustrations associated with poor quality networks. Do

your research, and consider that perhaps it's the technology itself that is causing the trouble. Low prices don't have to mean low quality. There are affordable options for cell phone services on a trusted network that will eliminate the worry of dropped calls, bad reception, and help you avoid throwing your phone in a public rage.

■ **Dropped call drama:** If you're the victim of a dropped call mid-conversation, the standard rule is for the person who initiated the original call to take ownership of calling back. That way you can avoid the frustration of busy signals as both parties call each other back frantically, or wonder if they've been hung-up on.

■ **Mixed signals:** In the case of poor quality service that makes it hard

to hear the person on the other line, it's best to be straight forward and tell the other person that you're experiencing bad reception, even if you have to interrupt. Tell them that you'll call them back at a better time—don't pretend you can hear the conversation and make a guess as to what they're saying. This will inevitably lead to an awkward moment later in the phone call when you've missed something important!

■ **Texting temptation:** While it's tempting to follow-up on a text message that hasn't been replied to, wait a full four to five hours before texting again as general rule of thumb. You can't have the expectation that everyone is as responsive as you are—and you don't want to seem too eager if this is a new friend or dating pros-

pect. Give people time to respond before you jump to the conclusion that poor network service has failed you.

■ **Eight foot rule:** If you're talking on your cell phone and within eight feet of another person, you should use your indoor voice—even if you're in public or experiencing bad reception. We've all cringed when on public transport, or shopping in a store, and it sounds like someone on their cell phone is shouting into a megaphone. You may have bad reception, but if within eight feet of an innocent citizen—indoor voices only!

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WE RECOMMEND



Data plans
Sara Moore explains how to take advantage of all your smartphone's features.

PAGE 6

"Ask 10 people on the street how many kilobytes or megabytes an email is or a streaming video, and you'll find no one really knows."

What's up with Android? p. 4
The story behind its growing popularity.

Product review p. 7
Check out the new crop of smartphones, loaded with the latest features.

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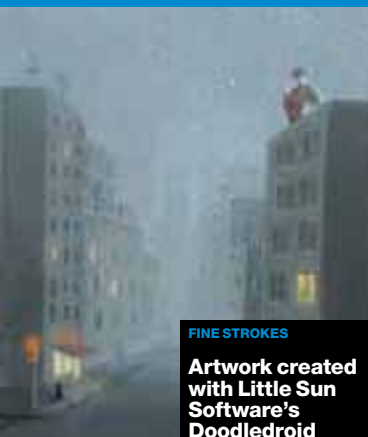
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INSPIRATION



DON'T MISS!



FINE STROKES
Artwork created with Little Sun Software's Doodledroid

Get creative with hot apps

Regardless of your smartphone of choice, there are hundreds of apps to help you unleash some creativity. The following are some noteworthy downloads to consider:

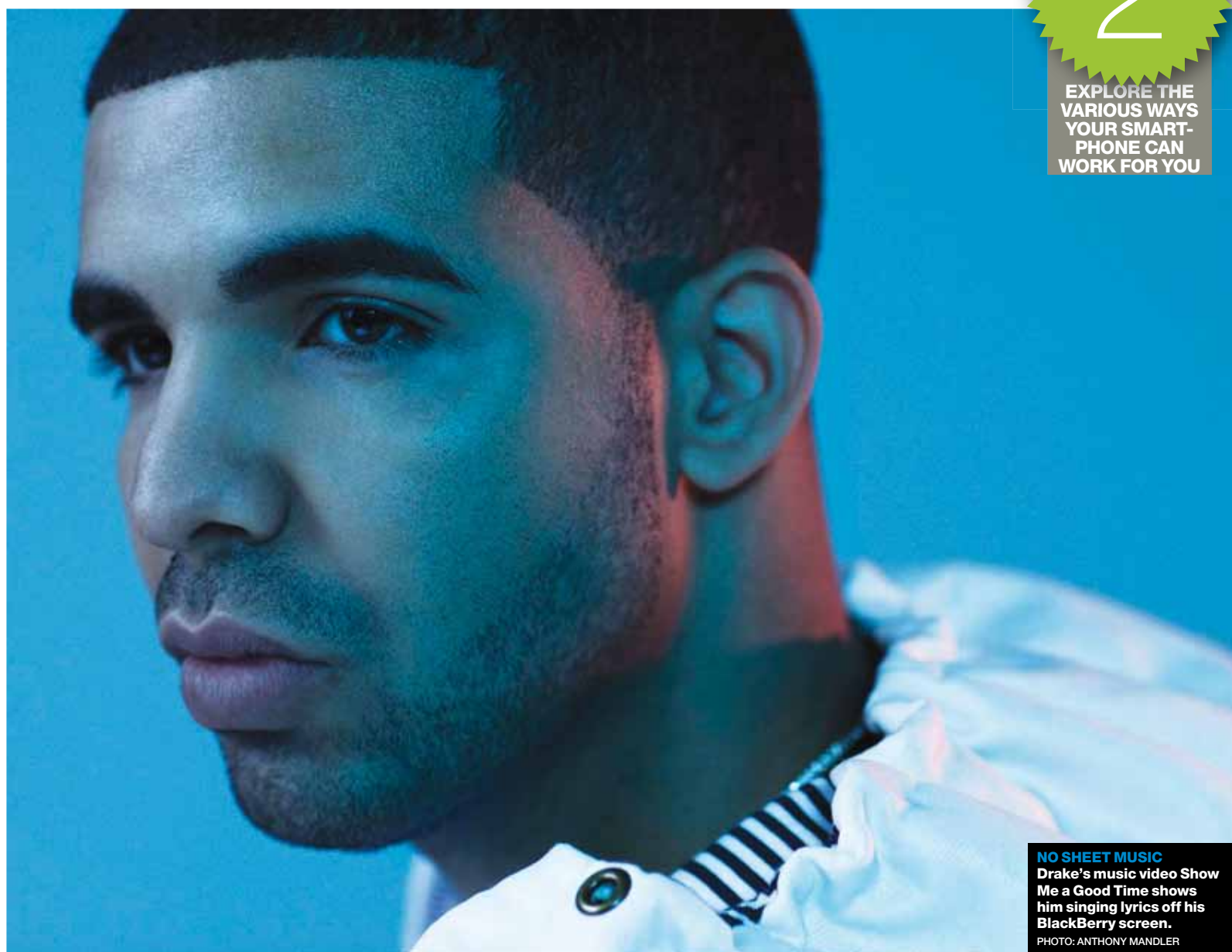
■ **Everybody dance now:**

Propellerhead Software's popular ReBirth (\$6.99) is now available in pocket form. Available for iPhone, this techno music composition tool starts with the three backbone devices to create today's hottest dance tracks—the Roland TB-303 Bass synth, the Roland TR-808 and 909 drum machines—and then folds in mixers, effects and pattern sequencers. Yes, all of this is on your phone.

■ **What's the word?:** Black Mana Studios' Screenplay (\$4.99; for iPhone) is billed as the world's first fully-functional screenwriting application for smartphones. Hobbyists and professionals alike can write TV show or movie screenplays—even while on the train to your “day job.” The screen is formatted similarly to computer-based screenplay writing programs, including character name auto-complete and interior/exterior settings.

■ **A brush with fame:** Have a budding artist somewhere inside of you? Little Sun Software's Doodledroid (\$0.99 cents) for Android smartphones is an easy-to-use yet powerful painting application that ships with 21 different brushes, a large color palette, speed sensitive opacity and other handy extras (including undo/redo commands, pan and zoom). Once you've created your masterpiece using your fingertips, you can save and share your handiwork.

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NO SHEET MUSIC
Drake's music video Show Me a Good Time shows him singing lyrics off his BlackBerry screen.
PHOTO: ANTHONY MANDLER

TIP

2

EXPLORE THE VARIOUS WAYS YOUR SMARTPHONE CAN WORK FOR YOU

Question: What was Drake's secret weapon while writing his number one album?

Answer: He relies on his BlackBerry smartphone to bring his rap lyrics to life.

Drake's smartphone: a gateway for creativity

LEADER TO LEADER

Can a smartphone serve as an artist's canvas? Absolutely.

Just ask Toronto-based recording artist and actor, Drake (real name: Aubrey Drake Graham), who relied on his BlackBerry to write his rhymes and lyrics for his first studio album, Thank Me Later, which debuted at no.1 on the Billboard 200 when it launched in June.

“I can't write my raps on paper,” concedes Drake, while in the studio recording the tracks for the album. “The BlackBerry keys, my thumbs were made for touching them, ya know?” adds the 24-year-old, with a laugh, during a recent MTV

interview.

Drake types a few more words into his BlackBerry and tests out the rhymes into the studio microphone: “How did I end up, right here, with you/After all the things, that I've, been through/It's been one of those days, you try and forget about/Take a shot and let it out.” Fans of Drake will immediately recognize these lyrics as part of the song, Show Me a Good Time. A MTV News video has surfaced online, with Drake singing these words off his BlackBerry screen.

“All of Drake's raps, for eternity, have all been written inside of a BlackBerry,” confirms Noah “40” Shebib, Canadian hip-hop producer

and engineer. “I mean [it's] to the point where if he doesn't have a BlackBerry, we gotta go get somebody who's got one.”

“I've even had dummy BlackBerrys around to pull out for him to write on if he needs one,” he adds, who has produced for Drake, along with Alicia Keys, Lil Wayne and other stars.

Once reserved strictly as a business tool for mobile executives, its clear smartphones are increasingly being used for artistic expression. Rocker guitarist Slash, of Guns n' Roses and Velvet Revolver fame, says he wrote entire chapters of his autobiography, in which he co-authored, on his BlackBerry.

Last year, New York-based artist Jorge Colombo used the Brushes app on his iPhone to create the cover of New Yorker magazine—while waiting in line at Madame Tussaud's Wax Museum, no less.

Nokia has also jumped on the bandwagon, announcing the filming of a new movie, The Commuter, beginning in London this month, starring Pamela Anderson (Baywatch) and Ed Westwick (Gossip Girl)—and shot entirely on a Nokia N8 smartphone.

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The growing popularity of Android

Google isn't just a powerhouse on the Internet; the Mountain View, Calif.-based search giant is also responsible for the fastest growing mobile operating system (OS), as well.

According to comScore, Google's Android platform is the only smartphone OS that gained market share this summer, by five percentage points in fact, while BlackBerry maker Research In Motion, Apple and Microsoft all lost ground (Palm, now owned by HP, remained flat). While still number three behind BlackBerry and Apple respectively, Google's Android now commands 17 percent of the U.S. smartphone mar-

ket—not bad for an OS that debuted just two years ago.

So, what's the appeal?

Based on Linux software, Android is the first “open-source” mobile operating system, meaning developers who create applications (“apps”) for the platform can use free and powerful tools that unlock the smartphone's hardware and wireless features.

For users, the advantage is the ability to configure an Android phone to suit individual needs—such as customizing one's home screen in a number of ways, including the ability to have a “work” and “fun” home screen, showing different icons, depending on what time of the day (or day of the week)

it is. Plus, there's access to nearly 100,000 apps now available at the Android Market, many of which are free.

Android users can also take advantage of familiar Google apps built into each smartphone, such as Google Search, Gmail, Maps, and so on.

And because Google partners with many different phone manufacturers, Android-powered phones are available through multiple carriers, with varying price points, and in a number of different form factors, such as touchscreen (such as Samsung Galaxy S Galaxy) or a combo QWERTY keyboard with touchscreen (Motorola Backflip). The iPhone, by comparison, only offers one style.

“The variety of phones and the expanding Android Market allows consumers to customize how they set up their phone so it's just right for them,” says Jon Maron, vice president of marketing, HTC Americas. “Just this year, we've introduced phones like the HTC Desire and Legend, that offer a really high-end look and feel—that's important since people are buying smartphones not just on their specs, but on their aesthetics and ability to uniquely personalize them, as well.”

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NEWS IN BRIEF

Five fast facts about Android

- The first Android-powered smartphone was the HTC Dream, available in October of 2008.
- Android software updates are named based on sweets. This includes Gingerbread, Éclair, Cupcake, Donut and Froyo.
- Many smartphone makers have launched Android-based products, including Sony Ericsson, Motorola, HTC, Samsung and LG.
- Did Google invent Android? Nope. The operating system was created back in '03 by Andy Rubin and Rich Miner, of Android, Inc., who sold it to Google for US\$50 million in '07. Both Rubin and Miner now work for Google.
- Google launched its own Android phone, Nexus One, in January of 2010. It was manufactured by HTC.

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NEWS



TIP

3

MAKE SURE
YOU HAVE THE
RIGHT PAYMENT
PLAN FOR YOUR
NEEDS



ROAM IF YOU WANT TO

Smartphone owners rarely leave home without it—and traveling for business or pleasure is no exception.

In fact, your high-tech pocket companion can be an invaluable tool while away, be it for keeping in touch with family, friends or colleagues (via voice, email, texting or instant messaging), accessing information (websites, social media, GPS), capturing the moment (photos and videos) or keeping entertained on long flights (e-books, games, music, TV shows, and so on).

But the last thing you want is to come home to a surprise on your wireless statement. Roaming on another carrier's network, in another country, can be a costly consideration, for both voice and data. So take heed to these simple steps before you go to ensure a smooth experience.

The first thing to do before leaving is to ensure your phone will work in the country you're going to. Most phones purchased over the past year or so will work in most places, but it's best to double-check with your carrier ahead of time when in doubt.

Next, select a roaming plan based on what you think you'll use the smartphone for, says Reade Barber, Director of Data Product Management at Rogers Communications. "Traveling smartphone users have a few options to suit their needs and budget, such as a voice and SMS [text messaging] plan or roaming data plans." "If you're taking your BlackBerry, you'll likely want a data plan for 'push' email, or if you have an iPhone 4 you might want data for its apps, streaming video, and so on."

For U.S. and international travelers, Rogers has introduced specific Travel Packs "for vastly discounted rates," says Barber. "We want to take the fear out of roaming, so the link in the text message takes you to a website to select the plan you need, and for how long, and it's automatically added to your account."

Blaik Kirby, Bell Mobility's Senior Vice President of Sales and Marketing, confirms it's important to find out what your carrier's roaming rates are before you go. Bell Mobility also offers a number of roaming plans available for talking, texting or data. "Your smartphone can be your best friend while traveling, but be sure to pick the best add-on roaming plan based on your needs."

Kirby says frequent travelers who are selecting a carrier should also consider not just the number of countries you can roam with their smartphones, but how many carrier partners they have. "We're a bit spoiled here in Canada because we have great coverage, but this isn't always the case in other countries," explains Kirby. "We roam in more than 200 countries and have more than 400 carrier partners in these countries, to ensure you get good coverage."

Also, utilize Wi-Fi when in a wireless hotspot for a while (such as a hotel lobby, airport lounge or café) and to bring the right charger adaptor for the country, so you can power up your device.

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Data plans: what they can do for you

SHOWCASE

Question: Are you overwhelmed by the options your smartphone offers?

Answer: Picking the right data plan can give you the opportunity to test out all of your features.

Opposed to regular "voice" communication—that is, talking—"data" refers to nearly everything else you can do on your smartphone these days, such as using email, chatting via instant messenger (IM), surfing the Internet or downloading applications ("apps").

Thanks to those little 0s and 1s flying through the airwaves, you can stay productive while on the go, snap n' share photos or videos with friends and access your favourite social networking service. "Data" unlocks the full potential of your smartphone.

Using a smartphone without a

data plan is like buying a car for its stereo system: you're barely scratching the surface of what it can do.

"A data plan gives you the ability to do things on your phone you'd typically do on your PC," explains Reade Barber, Director of Data Product Management at Rogers Communications. "You can access Facebook, watch videos, read email and run programs."

"How you choose which data plan is for you boils down to how—and how much—you think you'll use your smartphone's features," adds Barber. "If you're a light user, perhaps someone who likes to check email and do some light web browsing, a smaller data plan is enough—say 500 Megabytes—and this is ideal for the vast majority of users," Barber says. "But for more intensive applications like streaming video, downloading apps or tethering the smartphone to a laptop for Internet access, be sure to go with a Gigabyte or more [one Gigabyte equals roughly 1,000 Mega-

bytes]."

Barber says Rogers notifies you when you reach certain thresholds of your data "bucket," including a text message at 80 percent capacity and again at 100 percent, so you don't go over your allotted amount per month. Rogers also offers daily or weekly plans, too, in case customers want to try out the various services their smartphone offers. "These shorter plans are kind of like training wheels for data," adds Barber. Family plans and special student discounted plans (for social networking, texting and talking) are also available.

Unlimited fun?

Some carriers are offering "unlimited" data plans, as well.

"Ask 10 people on the street how many kilobytes or megabytes an email is or a streaming video, and you'll find no one really knows," explains Sara Moore, Vice President of Marketing of Mobilicity, a new wire-

less carrier in Canada. "People had to guess what they were going to use, so we decided unlimited data was the best solution to our customers."

"Imagine turning on your computer at home and you need to think about what you're going to use it for," Moore says. "We don't like that approach so we offer unlimited plans for a flat fee." Pricing and other info is at mobilicity.ca/plans.

Cell phone users looking for a new carrier should first visit the company's websites to research the various voice and data plans to best suit your individual needs and budget. With carriers such as Rogers, Bell and Telus, you might be able to save money by bundling other services together, such as television, Internet and landline phone service, if offered in your area.

Tap into that app

While smartphones serve as a handy digital Swiss Army Knife for on-the-go Canadians—capable of email, web surfing, photography, music, video, games and more—it's the thousands of applications, or "apps," that truly extend the functionality of the device beyond its hardware.

"Apps have become hugely popular for many reasons: they let clients further personalize their devices, provide entertainment such as games and TV, and useful services such as access to GPS location services, recipes and so much more," confirms Blaik Kirby, Bell Mobility's senior vice president of sales and marketing.

"At the same time, more develop-

ers are creating apps, and smartphones have their own app stores, meaning there is more and more choice, and it is easier to get these apps," adds Kirby.

Call me mellow yellow

The free Yellow Pages local search app, available now for iPhone, BlackBerry, Android and HP/Palm smartphones, can help you locate people or businesses, at that particular time and place.

Feel like Japanese food? Type in "sushi" and you'll immediately find relevant restaurants nearby, along with directions on how to get there.

"Our mobile application helps you in your daily life, making it easy to find what you're looking for," says Stephane Marceau, chief mar-

keting officer for the Yellow Pages app. "While we have some impressive features, such as the ability to save searches to your smartphone's address book, such as a dry cleaner, we focused on nailing the basics rather than adding 'whiz-bang' features people don't use."

Yellow Pages recently acquired a company that has a database of more than 150,000 restaurant reviews, so you can expect this feature integrated into the Yellow Pages app by early October.

Googlicious apps, too

And then there are Google-specific location search apps. A handy one for travelers is Google Translate, available on iPhone, BlackBerry and Android that lets you use your pocket device to

instantly translate one language into about 50 others. Type or speak a phrase into the Google Translate app and have it translated for you on the spot.

So, imagine you're in a cab in Paris and need to get to a specific address. Simply ask Google Translate the question in English and then hold it up to the driver to hear the question in French.

Google Goggles also works with landmarks. At the Grand Canyon? Take a photo of it in and the app will give you information on it. You could also use this app to take a photo of, say, a Japanese menu, and have it convert it back to English for you.

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U.S. AND INTERNATIONAL TRAVEL PACKS		
DESTINATION	MIN'S*	COST*
EUROPE	15	\$20
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PRODUCT SHOWCASE



SMARTPHONES



LG SHINE PLUS



NEXUS ONE



HTC DESIRE



SONY ERICSSON XPERIA X10

Question 1:
What are the unique attributes of your Smartphone?

Powered by Android, the LG Shine Plus comes with a large 3.2" resistive touch screen that has durable tempered glass with fast and easy response. The LG Shine Plus also comes with an ergonomically designed slide out QWERTY keyboard allowing users to send messages and emails, and access contact lists with comfort and ease of use. The 5.0 megapixel camera and camcorder comes with Photo Editor, so you can snap and send from anywhere.

The Nexus One is a super-sleek, powerful smartphone offering an exceptional user experience. It features a spectacular, 3.7-inch brilliant AMOLED touch-screen display and a 1GHz Qualcomm Snapdragon core processor-the fastest on the market. Considered a multi-tasker's dream come true, the device simultaneously runs 3D graphics, online applications and multiple programs running in the background without slowing down.

The most unique feature the Desire has to offer is HTC Sense, an intuitive, seamless experience built upon three fundamental principles - make it mine, stay close, and discover the unexpected. HTC Sense provides its user with the ability to create a totally unique smart phone experience by focusing on what's really important to them. With Sense, users can choose from one of seven customizable homescreens, each with its own apps and widgets or quickly leap from one page to another.

The Sony Ericsson XPERIA X10 comes with an 8.1 MP camera (with 16 x digital zoom), the highest resolution camera currently available on any smartphone today, and with the addition of Sony Ericsson's Timescape and Mediascape applications X10 users can you can catch up with Facebook™ and Twitter updates, photos, missed calls, emails and SMS messages with the swipe of a finger. The 3D scrolling menu offers easy viewing and organisation of previews, or full views for socializing at its best.

Question 2:
What type of Smartphone user is this phone geared to?

The LG Shine Plus is geared to teenagers and young professionals who like all the features available in a Smartphone but also want it in a stylish and affordable package. The LG Shine Plus is for people who are on the go and always want to be "in the know". WiFi, E-mail, Facebook, Twitter and more-are all available at your fingertips keeping you connected.

Sure to turn heads and make a statement, the Nexus One offers both substance and style. Ideal for heavy data users who leverage Mobilicity's unlimited data plan and frequently browse the web and use social networking sites, like Facebook and Twitter, the smartphone delivers industry-leading speed. Existing users of Gmail, Google Earth and live desktop wallpapers that incorporate motion and animation will also appreciate the Google enhancements built into this state-of-the-art Android device.

The HTC Desire is designed for anyone who values style and innovation in their smart phone. The Desire has a high-end look and feel and puts functionality first, making communicating seamless.

This phone is perfect for people who live their lives "to go". People who like to bring their social networks, music and videos with them everywhere they go. The XPERIA X10 is perfect for professionals want to stay connected on the go. The 4 inch screen and the full QWERTY key board makes typing a breeze whether you are at the office or enjoying a day at the beach.

Question 3:
What are some extra cool features about your Smartphone and how would one find more information about your Smartphone?

The LG Shine Plus features Google Mobile Services including Google Search™, Google Maps™, Picasa™, YouTube™ and Android Market™. It also comes pre-loaded with the LG App Advisor so you won't waste any time searching for the hottest apps. Easy access and seamless integration allows users to connect quickly and effortlessly. You can also customize seven different screens with widgets, apps, notes and games to make your phone unique to you. For more information, visit <http://lggetconnected.com>.

The Nexus One comes with Google's voice-activated keypad; voice recognition software that automatically converts speech to text messages, email, social networking updates and built-in GPS and mapping applications. Also features five home-screen panels for faster access to common applications and new widgets, including a tool that uses the smartphone's integrated GPS for up-to-the-minute customized weather info. For more information, visit www.mobilicity.ca.

The Desire keeps people connected by organizing all types of communication, from email to social networks, by people, and not technology. Friend Stream makes it simpler than ever to keep up to date with all social networks by collecting Facebook, Twitter and Flickr updates into a unified messaging stream. For more information about HTC, please visit www.htc.com

You can take photos of your friends with the built in 8.1 megapixel camera and the face recognition feature will recognize and tag up to five faces. The image is then automatically filed in date order under each friend's name. You can easily upload the photos directly to social networking sites, or simply click on a friend's face to start communicating with them. Press Sony Ericsson's infinite button to access related content about the artist pulled from the phone's memory as well as albums, songs and video content from YouTube™ and search results from Google.

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set-up*



*Engaging
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experience*



*Intuitive,
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*Social feeds
and views*



*Universal
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