

The Apple iPhone 3G - the jewel in O2's crown!

Contributed by Webmaster

By Matt Sharp

Due to be released later in July is a mobile phone destined to become the crown jewel of O2's product range. But can it really be as good as people say? Can the Apple iPhone 3G really beat all other mobile phones?

Apple iPhone 3G - just look at the features!

On June 9th, a product was released that made lovers of mobile phones and Apple lovers in particular, go gaga with excitement. It was nearly a year since the first iPhone had been released, and now, the newest version was let out of the bag. It's due to be released, on O2, in July. But how does this new Apple iPhone 3G differ from other mobile phones? Well, first of all, it has an awesome 3.5 inch touchscreen, so that all the slick features and awesome functions are there for you, quite literally, at your fingertips. And what control you have, as the Apple iPhone 3G is the second device in the history of mobile phones to be built on top of the amazingly intuitive Apple OS-X. Only one other mobile phone can say that, and that was the first iPhone.

As you may know, there was a lot of criticism aimed at the first iPhone. Other mobile phones have more features, they said, other mobile phones do more than it. And then, despite the beautiful interface, they were right. Other mobile phones DID outperform the iPhone, although, that's will be harder to do with the Apple iPhone 3G, arriving soon on O2. The big thing that the first iPhone lacked was 3G, and that was where other, more well-known mobile phones won hands down. That's not a problem now, however, because the Apple iPhone 3G, as the name implies, is now one of the mobile phones that HAVE got 3G. And boy is it fast, because it uses HSDPA, letting you connect to the web at up to 3Mbps. On top of that, you have GPS, and we should all know how useful and invaluable GPS is!

Apple iPhone 3G - is it REALLY the future?

Once we get past the hype, is the Apple iPhone 3G really a brave new world for mobile phones? Is it REALLY that important? I say it is, but it might not be in the way you think...

You see, the Apple iPhone 3G is, similar to its predecessor, flawed. It's not all great, and whilst that can apply to most mobile phones, in the case of the Apple iPhone 3G, it's being hyped up as the ultimate phone. However, if you pick a feature at random, the camera, you'll see that in that specific field it's average at best, and at worst, total garbage. In the current climate of mobile phones with cameras built in, that's a very bad thing. With that in mind, if it's not perfect, why is the Apple iPhone 3G so important? Simple, it's because the Apple iPhone 3G, arriving soon on O2, has forced other mobile phones to up their game. In other words, manufacturers like Nokia and Sony Ericsson are really battling to make up ground, and take on this challenger. That's why it's important: the Apple iPhone 3G is forcing manufacturers to make even more powerful mobile phones, and hey, that can only be a good thing for us, the customers!

Expert on mobiles phones and mobile broadband, having been involved in the industry for over 7 years.