



Islander May 2012 Technology Update

More Go-Karting please!

Just back from the Antibes Yacht Show, followed immediately by the Port Adriano mini-Monaco Go-Kart Grand Prix. The Go-Karting was a blast. We all enjoyed it immensely, despite the hailstorm on Sunday morning, and hope that it becomes an annual fixture on the events list in Mallorca.

So what's new this month? I've had some positive feedback about the "new iPad" story from Gizmodo last month. Most people agreed how true it is, and that Apple really can get away with anything now.

Samsung takes Nokia's place as world's largest handset maker.

However, I wonder how long Apple will sustain their powerful position. For a long time everyone thought Nokia were unassailable, but their 14-year stint as the world's largest handset-maker looks to have come to an end in quarter one (Q1) 2012 according to a *Reuters* poll of analysts, which suggests the Finnish vendor has been overtaken by Samsung. Based on average estimates, the poll shows that Samsung is expected to have sold 88 million devices in the period, compared to 83 million for Nokia. Samsung is not due to release its official Q1 numbers until 27th April, but Nokia revealed its shrinking sales figures in a profits warning on Wednesday 11th April.

However the Nokia Asha series handsets, launched at Nokia World last autumn, have been flying off the shelves in emerging markets.

Samsung is due to hold a press conference in London on 3rd May where it is expected that they will unveil the third version in its flagship Galaxy S smartphone line.

To bring the handset sales into perspective, it is important to understand that it is predicted that Nokia will have sold 83 million handsets in the first quarter of this year, whereas Apple only sold 2.85 million iPhones in the whole of 2011!! Apple still has some way to catch up on Nokia, let alone Samsung.

Sony Walkman to Wristwatch

We have also heard that Sony Corporation, probably the main name in consumer electronics over the past 3 decades since the success of the original Sony Walkman, is reporting its 4th consecutive annual net loss, to 31st March 2012, and plan to lay off

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10,000 staff across the company. The Walkman was released on July 1st, 1979 in Japan. It was originally created for the co-chairman of Sony, Morita, who wanted to be able to listen to operas during his frequent trans-Pacific plane trips!

Some enthusiastic reports emerged from the Mobile World Congress last month about Sony and their wearable technology. They plan to launch bluetooth-enabled wrist watches that interact with their new smartphones. The touch-screen products offer access to schedules, popular social networking apps, and even your music catalogue – albeit via the handset’s earphones – and look set to finally deliver on the promise of wearable technology, many, many years after it was first spoken of.

So, despite their recent losses, Sony Corporation seems quite buoyant and predicts they will be in profit this current financial year. In October 2011 they agreed to buy out Ericsson from the Sony Ericsson joint mobile phone venture for just above \$1 billion.

That’s an interesting figure! Have you seen what else you could purchase for \$1 billion this month?

Instagram – Whatalotamoneyagram!

Facebook is paying \$1bn in cash and stock for the takeover of Instagram, which was only launched in October 2010 - initially just for the iPhone before being offered as an Android App last week.

Facebook's chief executive Mark Zuckerberg has pledged to continue to develop Instagram as a separate brand, allowing it to post to rival networks.

The App is free and allows users to apply 17 filters to the pictures they take - changing the colour balance to give the images a different feel - before they are uploaded.

It has proven hugely popular. The firm says that it has more than 30 million users uploading more than 5 million new pictures every day.

Paul Kedrosky, a tech investor and author of the Infectious Greed blog said: "I understand Instagram has 13 employees - so at \$77m a head that makes it the most expensive business deal in history that I can think of."

In an open letter to those not employed by Instagram, Alexander Haislip a marketing executive with cloud-based server automation start up ScaleXtreme and the author of “Essentials of Venture Capital” wrote:

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Dear Non-Instagramers,

Sorry that you didn't get bought out for \$1 billion last week. That's got to be a bummer. Kevin Systrom just made enough money to buy a boat big enough to make Larry Ellison jealous and you're still living in a studio apartment.

Instagram is a one-off. A fluke. An anecdote that many entrepreneurs will mistake for data. Please don't be one of them.

This happens about every half a decade. The first mover in a space gets taken out in record time with a ridiculous valuation and the founders look like epic geniuses. Do you remember YouTube? Sure you do. But what about Revver, Metacafe, Guba and Veah? I didn't think so.

I know you're smart and could probably program Instagram yourself in less than a week. Because let's face it, how hard could it be? It's just a few filters put onto the iPhone's camera with some sharing features skinned to appeal to hipsters. There's just not that much technology involved. Instagram's competitive advantage comes from being first.....

... and having 30 million subscribers adds some value I guess!

Smartphone App lets you make calls over Inmarsat BGAN

Thrane & Thrane has successfully tested the popular 3CXPhone App with its Explorer 700 BGAN terminal.

It is the only land-mobile terminal with built-in SIP (Session Initiation Protocol) and a wireless access point – allowing users to make calls over BGAN without adding extra hardware.

The 3CXPhone App can be used with Windows, iPhone and Android-based smartphones.

Callers can use the App to make local calls between mobile phones or any other handset connected to the terminal, and to transfer calls to and from other phones.

Shazam App update

If you haven't yet tried Shazam, the content identification and discovery technology, then you really should! Shazam has launched Shazam 5.0 for the iPhone and iPod. The update allows content to be identified in one second, making it the world's fastest content identification and discovery App for music, television and media advertising, according to the company. It also features a redesigned user interface and improvements to the integration with social networks.

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Roger Horner of e3 Systems

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