

WEDDING

The Local Source for Weddings

ESSENTIALS

BECOME A MEMBER AND GET
A FREE SUBSCRIPTION
TO OUR MAGAZINE

VISIT PITTSBURGHWEDDINGESSENTIALS.COM NOW >>>



PITTSBURGH TRIBUNE-REVIEW

search

Advanced Search

[View all stories by date](#)

BIG-MOUTH BLOGGERS



MATT SOBER

columnist



TT Larger Text Tt Smaller Text

Heyl's Half Acre

[View all Heyl columns](#)

Hot Seate

[View all Seate columns](#)

SPECIAL REPORTS

- [Terror on the Tracks](#)
- [Pittsburgh Slots](#)
- [Cold Cases](#)

[All Special Reports](#)

MULTIMEDIA

[All Multimedia](#)

NEWS

- City & Region
- Westmoreland
- Fayette
- State
- Nation
- World
- Top News
- You're the Editor
- Politics
- Storms
- Iraq
- Bird Flu
- Most Read Articles

SPORTS

- Steelers
- Penguins
- Pirates
- College
- High School
- Columnists
- Top Sports
- Major League
- Baseball

By **Matt Sober**

TRIBUNE-REVIEW
Friday, January 12, 2007

Yet another tempting Apple

Just when you figured life couldn't become any more like "The Jetsons," along comes the iPhone.

So much for the thrill of getting my laptop paid off.

Not to be confused with the PS3, Xbox, TiVo, MySpace or YouTube, Apple's awe-inspiring little iPhone combines the functions of an iPod, cell phone, camera and the Internet.

All on a device about the size of an Altoids tin.

So, yeah, good luck explaining this one to your parents.

After more than two years in development, Apple CEO Steve Jobs finally unveiled the iPhone on Tuesday at the Macworld conference in San Francisco. Having achieved world domination in just a few short years with the iPod, the iPhone marks Apple's quest to conquer a new strategic target: the gazillion-dollar-a-year cell phone market.

It's all kind of like the president's efforts to spread democracy in the Middle East. Only more carefully thought out.

Let's just hope Steve Jobs isn't harboring any nuclear ambitions.

As one might imagine, a combination cell phone-iPod-camera-computer doesn't come cheap: \$499 for the 4-gigabyte model -- or about \$125 a

Top Stories

Local Sports

- [Perry, Steelers go their separate ways](#)
- [Super Bowl is Dungy's reward](#)
- [Crosby pointless in All-Star debut](#)
- [Crosby receives Messier Award](#)
- [Railing on NHL's latest TV gadget](#)
- [Pens arena talks may pick up shortly](#)
- [Panthers shoot down Cincinnati](#)

[Read All Local Sports](#)

Steelers hire Tomlin

- [Tomlin focused on Super Bowls](#)
- [Tomlin's intro strikes right chords](#)
- [Tomlin quick to learn, and to teach](#)
- [Big changes for Big Ben](#)
- [Players greet hiring with open minds](#)
- [Steelers say they couldn't](#)

[Baseball](#)

[Hockey](#)

[Basketball](#)

[Tennis](#)

[Sports Week](#)

[Gallery](#)

BUSINESS

[News](#)

[Stocks & Mutual Funds Listings](#)

[Downtown](#)

[Development](#)

[Columnists](#)

[Top Business](#)

[Technology](#)

[Business Wire](#)

OPINION & COMMENTARY

[Editorials](#)

[Cartoons](#)

[Columnists](#)

[Letters](#)

LIVING

[Entertainment](#)

[Fanfare](#)

[Fashion and Shopping](#)

[Fine Arts](#)

[Food & Drink](#)

[Home and Garden](#)

[Movies](#)

[Theater](#)

[Top Living](#)

[Summer Tours](#)

[Tickets](#)

OBITUARIES

TODAY IN HISTORY

CENSUS

ABOUT US

[Help Desk](#)

[Contact Us](#)

Frank L. Craig,
Editor

Robert Fryer,
Managing Editor

Joe Chudicek,
Multimedia Editor

CUSTOMIZED

RSS NEWS

FFFD

gigabyte.

So perhaps it's good news that it won't be available until June. That way, we'll all have plenty of time to get out and shop for a low rate on a home-equity loan.

During Tuesday's launch, Jobs demonstrated how iPhone users will be able to make phone calls, use the Internet and exchange e-mail -- all at the same time.

Sounds a little hazardous, if you ask me. Rather than multitasking, wouldn't you want to focus your complete and undivided attention on the singular goal of not dropping your \$500 phone in the spaghetti sauce?

Coincidentally, news of the iPhone comes the very same week that Sharp has unveiled the world's largest flat-screen television: a mammoth 108-inch model with liquid-crystal display.

And you thought Bill O'Reilly was a big mouth on your 36-inch TV.

The Sharp TV -- whose size is so unprecedented that they can't even figure how much to sell it for -- purportedly surpasses in enormity a 102-inch plasma model from Samsung. So if you like basketball, you're that much closer to a life-sized Yao Ming dunking in your living room.

As exciting as all this consumer electronics news has been, it is tempered by the reality that I'm now, like, seven gadgets behind the tech curve.

Furthermore, when it comes to a combination cell phone-iPod-camera-computer, I still have only two hands.

Matt Sober is a copy editor for the Tribune-Review. E-mail him at msober@tribweb.com, and include the word "story" in the subject line.

[pass on Tomlin](#)

- [Steelers news conference quotes](#)
- [Steelers 'dazzled' by Tomlin](#)
- [Tomlin transformed moribund defense](#)
- [What Tomlin brings to the Steelers](#)

[Read all Steelers archive](#)

National News

- [Ex-deputy arrested in 1964 race case](#)
- [New Orleans struggles to find teachers](#)
- [Military shows off new ray gun](#)

[Read All National News](#)

National Sports

- [Federer routs Roddick at Australian Open](#)
- [Old All-Star schools Crosby, Ovechkin](#)
- [Anheuser-Busch unveils Super Bowl ads](#)

[Read All National Sports](#)

Obituaries

- [Obituaries in the news](#)
- [Former French minister dies at 78](#)
- [Famed Austrian abstract painter dies](#)
- [World's oldest person dies at age 115](#)

[Read All Obituaries](#)

Strange

- [Runaway Bride Story to Become Rock Opera](#)
- [Scientists can't get sloth to move](#)
- [Wash. lawmaker: Bars should allow dogs](#)

[Read All Strange](#)

Living

- [Keith Urban announces concert dates](#)
- [Garner tells how ring fell into a drain](#)

RSS

[What is RSS?](#)

[Staff Blogs](#)

[Newspapers in Education](#)

[AP Podcasts](#)

- [`Grey's' doctor is in treatment](#)
[Read All Top Living](#)

Technology

- [Wii helps Nintendo year-end profits soar](#)
- [EBay announces aggressive buyback](#)
- [Nokia net profits up 19 percent in 4Q](#)
[Read All Technology](#)

Tools

-  [Print this article](#)
-  [E-mail this article](#)
-  [Subscribe to this paper](#)
-  [Larger / Smaller Text](#)



[Click here for advertising information](#) || [List all Advertisers](#)



apartments.com
check us out.
[click here](#)

Select your state ▼

Reproduction or reuse prohibited without written consent from Tribune-Review Publishing Co.