

# Smartphones, more fun in the philippines



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Different models of mobile phones have evolved and continue to develop into new series of high-end handsets. Mobile companies are thinking of ways to cater the needs of every consumer as well as to compete in the mobile communications industry. The trend nowadays in the mobile industry is Smartphones which are mobile phones with advanced technological features. The first smartphones combined the functions of a personal digital assistant (PDA) with a mobile phone and later models added the functionality of portable media players, low-end compact digital cameras, pocket video cameras, and GPS navigation units to form one multi-use device.

Modern smartphones also include high-resolution touchscreens and web browsers that display standard web pages as well as mobile-optimized sites. High-speed data access is provided by Wi-Fi and Mobile Broadband. We are going to focus to Modern Smartphones that are Filipino-made. There are several reasons why local mobile companies decided to create Smartphones for Filipinos. First is smartphones, mobile phones with Internet access and other advanced features like applications, allow people to connect with one another through email, social media and texting without ever having to talk.

It is influencing the way we live our everyday lives and interact with other human beings, even to our closest friends and family. They help us stay in touch with an extended network of people at all times. It makes it easier for us to communicate with other people by using smartphones which are very convenient to use. Second reason is we do not just use phones for communicating. Smartphones are used especially by teenagers and children who are attracted to leisure activities. It is now mainly used for leisure and

entertainment. Smartphone users are 15 times less likely to use their phones for simply calling and texting.

Thanks to the applications available for everyone's entertainment. The president of the Soild Group Inc., David Lim, also said that " what makes it a unique phone is that we have developed a widget which contain Pinoy features. " " We wanted to create a cellphone that would be appreciated by Pinoys because it is unique to us. " added Lim. " So we worked in this new folder cellphone which is loaded with all things Pinoy. " Another reason is smartphones are useful in improving individual lifestyle of Filipinos given affordable handsets. According to the President and CEO of Torque, Mr. Christopher Uyco, " The vision of the distributor Topstrasse Global Inc. , which also designed Torque is to make the insanely affordable handset be in the palm of each Filipino. " The Philippines, as the World's Texting Capital will make sure that they don't get left behind. Based on reports, Philippines is now considered the fastest growing-market for smartphones in Southeast Asia. According to Singapore-based research firm GfK, the country recorded the highest jump in smartphone market share among its neighboring countries in the region, growing from 9 to 24 percent.

Dominated by a low-income group of mobile users, the Philippines has been an ideal country for launching affordable smartphones with Android-based phone models retailing below P5, 000 levels, such as those from Samsung and local brands such as Torque, Cherry Mobile and MyPhone, Android is an operating system designed primarily for touchscreen mobile devices such as

smartphones and tablet computers, developed by Google in conjunction with the Open Handset Alliance.

Initially developed by Android Inc, whom Google financially backed and later purchased in 2005, Android was unveiled in 2007 along with the founding of the Open Handset Alliance, a consortium of 86 hardware, software, and telecommunication companies devoted to advancing open standards for mobile devices. The local mobile company Torque, started in 2009, is a home-grown brand of Filipinos; it is also a dynamic brand with a superior product portfolio. Torque is another local company that released Android handsets. Before, Torque is trying their best to gain notice in the mobile market.

After their hardwork, the Torque phones were able to compete with well-known brands such as Iphones, Samsung and Nokia. Very low priced Torque cellular phones have started to overflow the mobile market in an endeavor to change the local mobile phone landscape. Three of this torques newest Smartphone is the DROIDZ GLEE, DROIDZ MATCH and the TQ800 Trinity. " DROIDZ GLEE is a Dual-SIM and Dual-Standby Android Phone. This Smartphone can store a lot of games since it can access to the Android Market. Like other fast growing cellphones, DROIDZ GLEE's storage is via MicroSD which has a capacity of 32GB.

You can get connected to your friends via Bluetooth and Wi-Fi. This phone is also a Quadband so you can use it even if you're abroad. DROIDZ MATCH is said to be the best of the three new Android handsets of Torque. This smartphone is worth Php7, 899 has a 3. 5 inch HVGA capacitive touch

screen. It also has a 5MP Camera with flash and Wi-Fi tethering feature.

Droidz Match is also a Dual-SIM and Dual-Standby and has a 32GB of Maximum storage via MicroSD. Lastly, Droidz Match is powered by Android 2.3 (Gingerbread) and also features a G-sensor.

Torque's TQ800 Trinity is a device that can work with three SIM CARDS at the same time. It is perfect for businessmen and travellers. TQ800 Trinity is worth Php6, 000. 00 with a large 4-inch QVGA LCD screen, qwerty keypad, 2MP Camera, VGA Camera in front and a trackball for screen navigation. Another local company, Cherry Mobile started in 2009 with Maynard Nguas the CEO. They envisioned Cherry Mobile to become the brand that has "Everything for Everyone," providing handsets that cater to different age groups and match different lifestyles.

LonsonAlejandrino, the Cherry Mobile's sales head, is hopeful that the market will accept its affordable smartphone like the other branded one. "There's a market for smartphone. Smartphone is the way to go. If you see the other brand they also going to the Android line up," he said, adding that its models are the cheapest in the country compared to other manufacturers. Two of the latest models of these Cherry Mobile Android phones are the Cherry Mobile Magnum 2x and the Cherry Mobile W900. The Cherry Mobile Magnum 2X is that is Android 2. Froyo has a NvidiaTegra Cortex A9 Dual Core 1GHz processor and is worth P15, 899. The phone is made up mostly of matte and slightly curved metal plate which keeps off fingerprints. The front has a 3.8" WVGA Capacitive Touch Panel. The left side has the volume rocker and the top has the microUSB port. Beside it is the 3.5 mmStereo Audio Jack and in the right side has the Power/Sleep button. It has a VGA

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front-facing camera and the rear camera can go up to 5-megapixels. It is enabled GPS and Bluetooth and Wi-Fi capability.

This smartphone offers expanded memory with its 8GB storage for ROM and 512MB for RAM. Its Micro SD slot supports up to 32GB of memory storage. The Cherry Mobile W900 dubbed as the "Dragon Phone" with a price of P 9,990 at its first launch. Due to Cherry Mobile's 3rd Anniversary Sale it became worth P 5,999. The handset comes in with the usual accessories, the USB cable, charger and headset. The name Dragon Phone which was derived from the Snapdragon S2 processor included in the device made it responsive and fast.

Its design has two color varieties which is black with gold lining on the top and bottom part of the phone and a word "Curvaceous" was engraved on the top part. The materials used which is mostly plastic, made the device feel lightweight and thin. The front part of the phone has a 4.0" Capacitive LCD screen, along with three soft keys which are the Menu, Home and Back keys on the bottom. The Screen has an 800x400 resolution and includes a multi-wallpaper feature. The Gallery interface has a zoom in/out animation. The front-facing VGA camera and LED notification light was placed on top part of the front screen.

The right side includes the Power Button that has another function which is the sleep/wake button. The Eco-mode button located at the bottom of the power button gives the device a limited power for a better battery life. On this same side is located the micro USB port for charging or connecting to a computer. The volume rocker and 3.5 mm audio port is on the left side. The

phone was equipped with Dolby Digital Plus for sound software. The 5-megapixel camera with no built-in flash is placed at the back. When opened, it reveals the 1350 mAh battery, SIM card and SD card slots.

One more local company is MyPhone with Solid Group Inc's goal is to be the most Preferred and Respected Filipino Brand of Digital Mobile devices in the country. They are committed in providing our customers technological solutions for communication and providing our customers products through innovation and customization the " PINOY PRIDE" which makes a difference in the lives of Filipino people. The Myphone QW28 Duo is another QWERTY model from the Myphone products which is costs P4, 999. It has a 2. 4" display and a QWERTY keypad that fits elegantly on the board.

The dual SIM card capability works best if you need to use more than one contact number at the same time without the hassle of having another mobile phone. The unit also comes with built buttons in the keypad to access each sim card. MyPhone QW28 Duo is GPRS, Bluetooth, and Wi-Fi capability. It also has a pre-installed Yahoo Messenger, Google Talk, Skype and other instant applications. It is equipped with a multi media player and can play the standard multimedia files – MP4, MP3 etc. plug in 3. 5mm-jack earphones. It has a mobile TV available.

The rear camera is 3. 2 megapixels and has a digital zoom. Also, with its microSD slot that is expandable up to 8GB, storing media files is not a problem. Using smartphones has many advantages in terms of affordability, attractiveness and ease of repairing. Smartphones made in the Philippines like Torque, Myphone and Cherry mobile ranges from Php. 5, 000. 00 to

Php10, 000 compared with phones of the same features and specifications like Samsung Galaxy Y, Blackberry, Sony Ericsson, Nokia and other Smartphone that are western made.

Some local smartphones have more advance features than an international brand phone. Example is the Cherry Mobile W900 compared with Samsung Galaxy Y with the same price range and same Android 2. 3 (Gingerbread smartphone). Cherry Mobile W900 is more advanced in almost all areas except for Galaxy Y's OS version (Android 2. 3. 6) and its price because of the Qualcomm Snapdragon chip. It just means that even though the price is cheap, it is still worth-it to buy local made smartphones.

As Chris Uyco, president and CEO of Topstrasse Global Inc. Torque's distributor said, " Even from the beginning, we try to come up with mobile devices that are not just functional but also priced attractively. " Secondly, smartphones that are made in the Philippines is more attractive than other smartphones because some of it is Dual SIM and sometimes this phone can accept three sim cards and it can all work at the same time which other smartphones can't do. For all consumers this dual sim or tri-sim can benefit their lives because they were able to use numbers from three different service providers, enabling them to always be in the loop wherever they may be.

Sample smartphone is the Torque TQ800 which is a Tri-SIM that is perfect for businessmen and travelers. " With this very functional device, owners are able to use numbers from three different service providers (even from those that use landline-SIM card), enabling them to always be in the loop wherever



they may be,” explained Mr. Chris Uyco. As a Filipino, we are religious-centred person that is why the creator of the MyPhone adds a cool application, called “ madasalin” that reminds their consumers whenever it is time for them to pray the 3’oclock prayer, The Angelus and etc. It also carries bible messages.

MyPhone mobiles would be much appreciated by people whose religions are Catholic because this phone would help improve their faith. Lastly, it is easy for the consumers to repair their Smartphones because the accessories of their phone are Philippine-made unlike other phones that are made from other countries. Even if Smartphones that are made in the Philippines have many cool application and features we can’t still avoid the fact that these phones have their disadvantages. One of these disadvantages is that some people believe that these phones are not Philippine made but China made.

Phones that are made in China endure from many disadvantages such as low quality finish because cheap quality plastic is used to manufacture the body of the phone. The phone might break if you drop it. Because of the buggy software that comes from the China made Smartphones it is very difficult for the consumers to find applications that suits to this software. But according to the President and CEO of Torque, Mr. Christopher Uyco, “ Torque is a Filipino phone produced and manufactured in China but has a Filipino ingenuity”