

## Steve Jobs Takes On Android

With Google's mobile OS gaining market share, Apple's CEO gets ready to rumble

BY DAVID CHARTIER AND DAN MOREN

Apple CEO Steve Jobs usually leaves his company's quarterly conference call with Wall Street analysts to other Apple executives. Yet, when Apple announced the results of its fiscal fourth quarter in October, Jobs popped in on the call with one thing on his mind—Android.

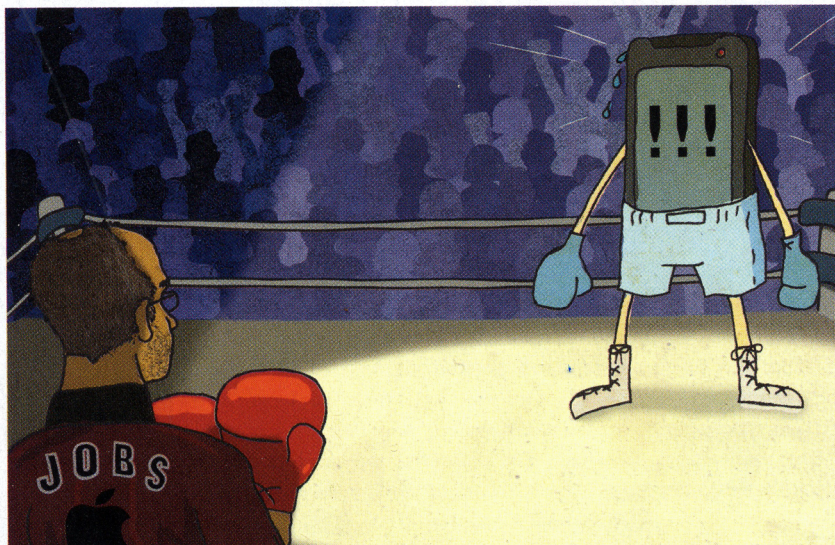
With Jobs devoting the bulk of his prepared remarks to Google's mobile operating system, it's clear that few things cause Apple's CEO more agitation at the moment than Android. (For a full transcript of the call, go to [macworld.com/6666](http://macworld.com/6666).) And you can understand why—a number of market research surveys show Android phones surging past the iPhone in terms of smartphone market share.

Jobs is firing back at some of Google's figures, particularly Google's claim that around 200,000 Android devices are activated each day. "For comparison, Apple has activated around 275,000 iOS devices per day on average for the last 30 days, with a peak of almost 300,000 iOS devices per day on a few of those days," Jobs told analysts in October.

**"When selling to users who want their devices to just work, we believe integrated will trump fragmented every time."—Steve Jobs**

### Open and Shut Case?

However, the CEO saved his heaviest rhetorical fire for addressing Google's claim that Android is a more open platform than iOS. "Google loves to characterize Android as 'open' and iOS and iPhone as 'closed,'" Jobs said. "We find this a bit disingenuous, and



clouding the real difference between our two approaches."

In reality, Jobs contends, Android's market is fragmented, with two of the largest Android smartphone makers—HTC and Motorola—installing proprietary user interfaces on their phones. The bottom line, according to Jobs is that Android users are left to

figure things out on their own.

"Compare this to iPhone, where every handset works the same," he said.

The situation is no better for developers, contends Jobs, citing an example where Twitter client maker TweetDeck had to support more than 100 versions of Android software on 244 different hand-

sets. But things may not be as dire as Jobs claims—TweetDeck CEO Iain Dodsworth says that Jobs took the company's data out of context. "Did we at any point say it was a nightmare developing on Android?" Dodsworth wrote on Twitter. "Errr nope, no we didn't. It wasn't." Google vice president of engineering Andy Rubin fired off a tweet of his own in response to Jobs: "the definition of open: `mkdir android ; cd android ; repo init -u git://android.git.kernel.org/platform/manifest.git ; repo sync ; make`." Loosely translated, that means developing for Android is as simple as making a folder for the project, downloading the source code, and building the project. (Although one could argue that the fact that Rubin's response requires a translation might play right into Steve Jobs's argument about the complexity of Android when compared to the iOS experience.)

The debate between iOS and Android isn't between open and closed platforms, Jobs believes, but between the fragmented Android market and the integrated iPhone experience. "We think this is a huge strength of our approach compared to Google's," Jobs said. "When selling to users who want their devices to just work, we believe integrated will trump fragmented every time. And we also think our developers can be more innovative if they can target a singular platform rather than a hundred variants."

### Tablet Time

Don't get Jobs started on would-be iPad rivals, either. In that same conference call with analysts, Apple's CEO also dismissed the expected onslaught of tablet releases as "just a handful of credible entrants, not exactly an avalanche."

The main problem with tablets looking to unseat the iPad, according to

Jobs? Their seven-inch screen. The iPad offers users a 9.7-inch display, which Apple believes is the minimum size required to create worthwhile apps.

"Seven-inch tablets are tweeners: too big to compete with a smartphone, and too small to compete with an iPad," Jobs said.

The Apple CEO circled back around to Android at that point, taking a shot at the fact that Google had told its manufacturing partners that the current version of its mobile OS wasn't suitable for tablets. "What does it mean when your software supplier says not to use their software in your tablet?" Jobs asked. "And what does it mean when you ignore them and use it anyway?"

The coming months will show whether Jobs is right about tablets in particular and maybe even Android in general. But don't expect Jobs—or Apple—to ease up on its anti-Android message any time soon.

## Apple Expands iPad's Reach

BY LISA SCHMEISER

Target and Walmart don't exactly conjure up images of glass staircases, maple-topped tables, hip employees ringing up sales on their iPhones, and other hallmarks of the Apple Store experience. Yet, walk into either discount chain, and you'll find iPads for sale. Why would Apple decouple the shopping experience from the \$500-plus product it wants you to buy?










Because the exposure to a much wider audience will make Apple a lot of money.

Selling iPads in Target chains makes perfect sense for Apple. Target differentiates itself by emphasizing its design savvy, racking up deals with luxury brands and well-known designers. This "cheap chic" strategy helped Target build a customer base that is generally profiled as younger, well educated, and comparatively affluent. Folks shop at Target because they want attractive, well-designed merchandise without paying through the nose for it. Target aims to appeal to style-conscious shoppers who want to feel as though they're getting the most for their dollar, and the iPad fits in with that plan.

So, what of Apple's team-up with Walmart, a discounter that stresses low, low prices over product design or customer experience? Since Apple clearly values—and tightly controls—both, what could compel it to loosen its grip on the experience of buying an Apple product?

Try Walmart's amazing ubiquity. Apple has approximately 221 retail outlets in 41 states. By contrast, every state has multiple Walmarts. By putting its iPads in some 2500 Walmart outlets in October, Apple expanded its distribution network tenfold without spending a dime—just as shoppers were drawing up their holiday wish lists.

## iOS Devices: Current Lineup

PRODUCT	SPECS	RATING	PRICE <sup>A</sup>	DISPLAY	PERFORMANCE	FIND CODE <sup>B</sup>
 iPad	16GB	Wi-Fi,  3G, 	Wi-Fi, \$499; 3G, \$629	9.7-inch color	Up to 10 hours on Wi-Fi; up to 9 hours on 3G	<b>6000</b> Wi-Fi <b>6001</b> 3G
	32GB	Wi-Fi,  3G, 	Wi-Fi, \$599; 3G, \$729	9.7-inch color	Up to 10 hours on Wi-Fi; up to 9 hours on 3G	<b>6002</b> Wi-Fi <b>6003</b> 3G
	64GB	Wi-Fi,  3G, 	Wi-Fi, \$699; 3G, \$829	9.7-inch color	Up to 10 hours on Wi-Fi; up to 9 hours on 3G	<b>6004</b> Wi-Fi <b>6005</b> 3G
 iPhone 3GS and 4	8GB (3GS)		\$99	3.5-inch color	9 hours of Wi-Fi Internet; 5 hours of 3G talk time	<b>6255</b>
	16GB (4)		\$199	3.5-inch color (Retina)	10 hours of Wi-Fi Internet; 7 hours of 3G talk time	<b>6256</b>
	32GB (4)		\$299	3.5-inch color (Retina)	10 hours of Wi-Fi Internet; 7 hours of 3G talk time	<b>6257</b>
 iPod Touch	8GB		\$229	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	<b>6553</b>
	32GB		\$299	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	<b>6554</b>
	64GB		\$399	3.5-inch color (Retina)	40 hours of music playback; 7 hours of video playback	<b>6555</b>

<sup>A</sup> All prices are Apple's prices. <sup>B</sup> In a browser's address field, typing in a find code after [macworld.com/](http://macworld.com/) takes you to a product's review or overview.