

## iPhone 5- Reality sets in



Some waited two days outside stores for the new iPhone 5, with initial sales literally billions of dollars. Looks like Captain Picard didn't defeat the Borg after all.

We might see a backlash with the iPhone 5. Maybe it's too early to say, but so far, can't say I'm that impressed. The new taller shape is harder to hold, it's no easier for older eyes to read (would have preferred they went a bit wider, not taller), and nothing really jumps out at you as being cool.

A bit lighter, yes, but I'm also noticing battery life initially seems worse than the 4S. It renders web pages faster (but the 4S was pretty good). The new map option, that supposedly gives turn-by-turn directions? Doesn't seem as intuitive as Google's app, and if you really want to be disappointed, click on the "3D" button. Wow. Simulates the effect of tilting a map on its side. I'm guessing that some of my disappointment comes from features that are still works in progress, and some from not yet understanding all the cool stuff it can do.

Yet this gadget is going to continue to sell through the roof. Why?

What Apple's been able to nail is the collective/community experience. Everyone's got to have the same thing. You're all in it together. It must be right if everyone else has it. And if everyone has it, everyone's on the same page, then if you can't figure something out, there's always someone around who can help.

Contrast that to my business. What WE have going for us is the individual thing. You're not like everyone else, so your bike isn't like everyone else's either. It reflects how and where you want to ride, and it's fit like a tailored suit. It's special & unique, and bicycle product cycles run about 3 years, not 12 months. That's pretty cool! And your bike can evolve with you; you don't have to toss it out if you want lower gears for climbing or smoother-riding tires. Nor do you have to spend \$40-\$80 (maybe more!) in monthly charges. When your bike needs something, you pay for it. When you're not using it, it doesn't keep running up charges. And our attitude towards our product is that, if it does something it shouldn't, we're going to find a way to get it taken care of. Once your phone's a year old, nobody's going to do any detective work to figure out why something happened and help prevent such things in the future. They're going to sell you a whole new phone, at an inflated price.

I see a future for the bicycle biz. Not exactly a rebellion from the Borg-like mentality that Apple has brought upon us, but a realization that there's something to be said for a product that, used as directed, is fun and good for your body and mind. And, used as directed, disconnects you from the Borg grid and allows you some time to experience the real world with all your senses, not just your eyes and fingers on a tiny screen. Nevertheless, in the spirit of full-disclosure, it's likely I'll be one of those guys that has to have the latest iPhone on the day it's released.