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SUNDAY, 22 JULY 2007

The Egregious Incompetence of Motorola

I ranted about Motorola **last week**. Motorola is in deep trouble. I mean seriously deep trouble. They had not only surrendered their no. 2 position to Samsung, but their line up of up and coming new models also failed to impress any that these new handsets would pose any serious challenge to Sony Ericsson, Nokia or Samsung, and new entrant Apple.

Someone at Motorola needs to take a long, hard look at their product line and start shaving off the gratuitous coloring, festooned plastics and absolutely hideous UI that they have been shipping. Comon' I think I am not being harsh here, just look at the UI shipped with the RAZR and all their mid-tier/low-end phones, the UI design has not changed a single bit. Try using their half-baked phone book application, and you'd know what I mean... I wonder who design these horrendous UI? In contrast, witness the slickness of the iPhone UI and the way Apple has turned the experience into one of perceived speed (zero-latency UI or less attrition in getting to what you want, however you care to name it) only once, and all your expectations about how fast phones should do things are pumped up several notches.

Don't get it wrong, I am not bashing Motorola, they did a great job when they launched RAZR, that revolutionized the design of cellphones a number of years ago. RAZR was a runaway success and caught Nokia, Samsung and other handset makers flat-footed. But instead of building on the success to ramp up the handset OS platform and UI, they cripple it beyond measure by shipping devices that are slow and/or have barely enough RAM to get by. The Motorola's JVM and OS platform is legendary for its "Out of memory" problems and sluggishness, when others like Nokia, Sony Ericsson and **Samsung** are actually shipping faster and more responsive devices.

Zander often appears to blame others when things don't go well. One wonders whether he will accept culpability for the recent strategy of putting Razrs into colored lingerie (red in February for Valentine's Day) rather than market new and exciting products that would stand out. This very competitive mobile-device space sees new players emerging with regularity; think Apple's new iPhone. :-) And remember what he once said to the media (read below)... now see who has the last laugh... :-) haha...

"Screw the nano. What the hell does the nano do? Who listens to 1,000 songs?" Zander said. People are going to want devices that do more than just play music, something that can be seen in many other countries with more advanced mobile phone networks and savvy users, he said.

Motorola, and Zander, will have to keep their eyes on many different evolving technology trends in order to keep the momentum going over the next few years, he said. "This is the only industry where you can whack yourself out of a \$12 billion company overnight," he said.

Source: **InfoWorld - Zander recalls 'tearful' first days at Motorola**

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ABOUT MUTANT

Everything about Mika

My name is Mika.

I am a man in my early 30s, devoted Catholic, shutterbug, internet geek, and somewhat of a cook.

I read, I learn, I code.

I have a love-hate relationship with reading. On the one hand, I love it. On the other hand, I hate it. If books were available in pill form, I'd be a junkie. I love reading the backs of cereal boxes.

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