

Raising the Bar In Smartphone Technology

Apple™ iPhone®

Apple™ iPad® 2



**G. William James
Handheld Computer Solutions**

Handouts and Downloads

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Main Features

Wireless Features

- 1GHz Processor
- HSPDA (3G) data connectivity
- Built-in Wi-Fi
- Assisted GPS
- HD Video Recording
- FaceTime™
- Supports Exchange ActiveSync™
- Multitasking Functions
- Over 400,000 applications

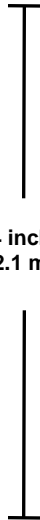


A Closer Look At The iPhone

0.48 inch
12.3 mm



2.4 inches
62.1 mm



2.4 inches
62.1 mm



Home

Sleep / Wake



Volume Up / Down



Ring / Silent



Home



30-Pin Dock Connector



Bottom View



Built-In Speaker



Microphone



3.5 -mm Stereo
Headphone Mini-jack



Top View



SIM Card Tray



A Closer Look At The iPad 2

7.31 inches

Front Camera

Sleep / Wake

Rear Camera

0.34 in.

9.50 inches



Home Button



iPhone Settings



Set-Up Features

Basic Set up Features

Airplane Mode – Turns wireless services on/off. No phone or data services available when ON.

Wi-Fi – Wireless radio connects with available networks for Internet access.

Personal Hotspot– Turns your iPhone into a Wi-Fi network to connect laptops, iPads, tablets, etc. This is an optional service.

Notifications – Many apps and services deliver notification sounds, beeps, or flashing lights. Turning off certain announcements are good for battery life



Set-Up Features

Basic Set up Features

Sounds – Adjust the sounds and alerts associated with iPhone device functions

Brightness – Adjust the screen brightness. The Auto Brightness setting uses the iPhone's light sensor to change with the ambient light.

Wallpaper – Customize your iPhone screen with a favorite photo.



Set-Up Features

Basic Set up Features

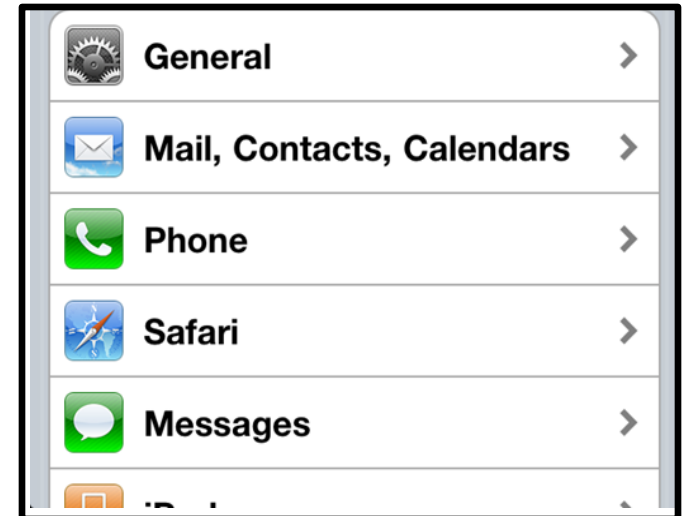
General – Adjust a number of system features and useful settings.

Mail, Contacts, Calendar – Create or edit email accounts, mailbox settings, order contacts, set calendar features

Phone – Customize your phone experience; Forwarding, Caller ID display, etc.

Safari – Customize your Internet browser, default search engine, pop-up blocker, clean cookies and cache

Messages – Adjust settings for SMS and Instant messages.



Set-Up Features

Screen Set up

Customize Your Screens

- **Start with a background you can still see your app icons with**
 - Dark, solid color backgrounds provide the best contrast
- **Organize your icons to make navigation easy:**
 - Create Category Icons- group similar applications
 - Move icons and categories
 - Add favorite Safari bookmarks to your Home Screen.

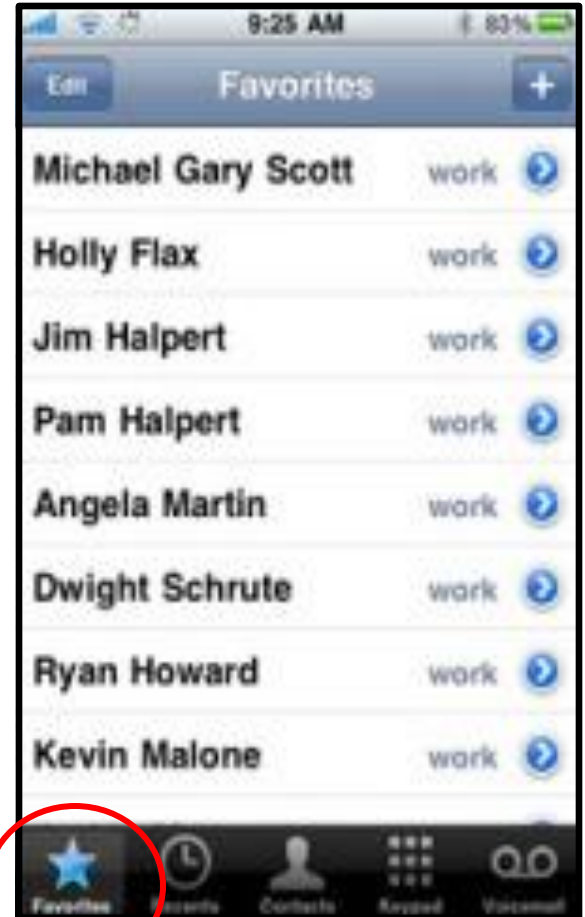


Set-Up Features

Screen Set up

Add Contact Favorites as Speed Dials

- Open the Phone App
- Tap the star icon to open Favorites
- Tap the “+” sign upper left screen to open contacts search and select favorites for the list.

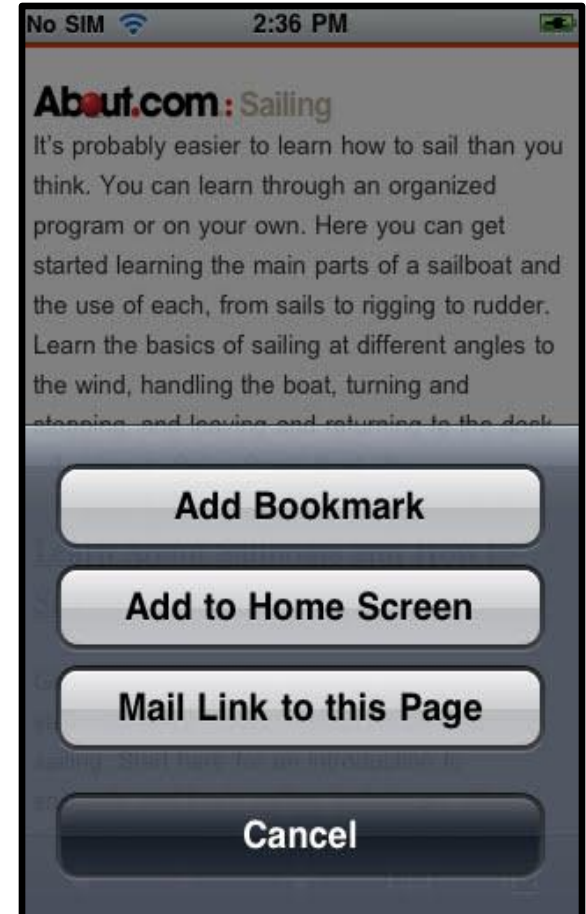


Set-Up Features

Screen Set up

Add Favorite Websites to the Home Screen

- Open Safari, go to the website
- Tap the “+” sign below to launch the menu
- Select Add to Home Screen



Managing Apps



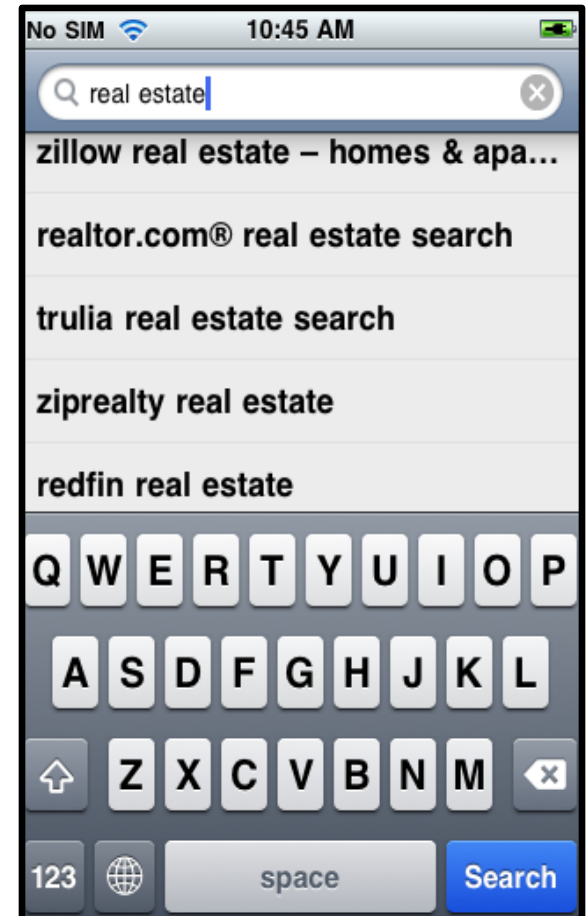
Set-Up Features

Managing Applications

Add Apps from the App Store



- **Create an iTunes account on Apple.com**
 - Required to download even free apps
- **Search and add the apps you want and need**
 - Search by category or keyword
 - Group similar apps on screen for easy navigation



Set-Up Features

Managing Applications

Moving and Organizing Apps On Screen

- Press down on any app on screen
 - When app icons “wiggle”, slide them to a new position or to another screen page
 - Sliding one icon atop another creates a category

Deleting Apps from the iPhone

- Any app that displays an “X” upper left corner may be deleted by tapping onto the X.



Managing Memory

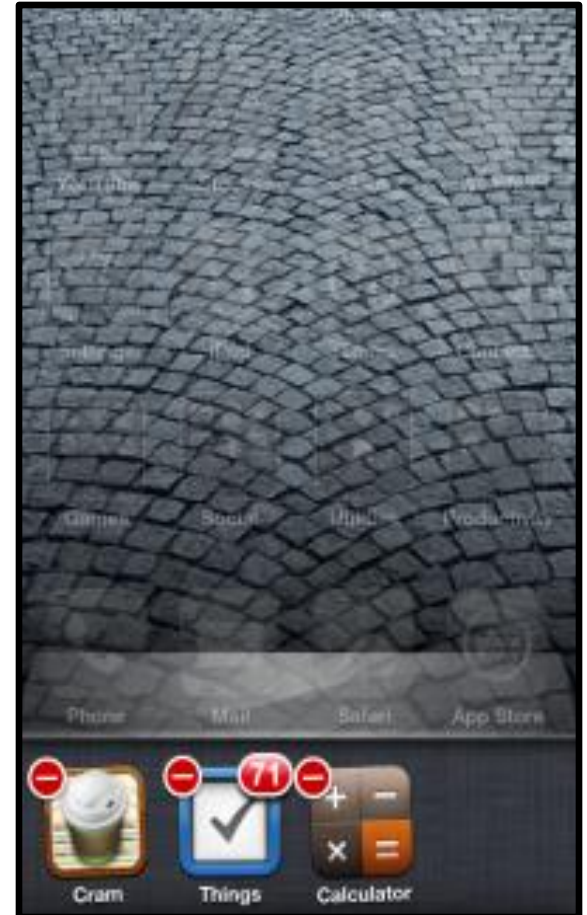


Set-Up Features

How To Keep Your iPhone Fast

Close Running Programs (iPhone 4)

- Press the home button twice (double tap) to open the MultiTask view
- Tap and hold the app icon you want to close
- Hold the app icon until a red “-” button appears
- To close the app, tap on the red button



Set-Up Features

How To Keep Your iPhone Fast

Clean Internet Cache, Cookies and History

- Open the Settings app, select Safari
- Slide down to the bottom of the screen
- Tap to clear History, Cache and Cookies
- Confirm the prompt to clear each process

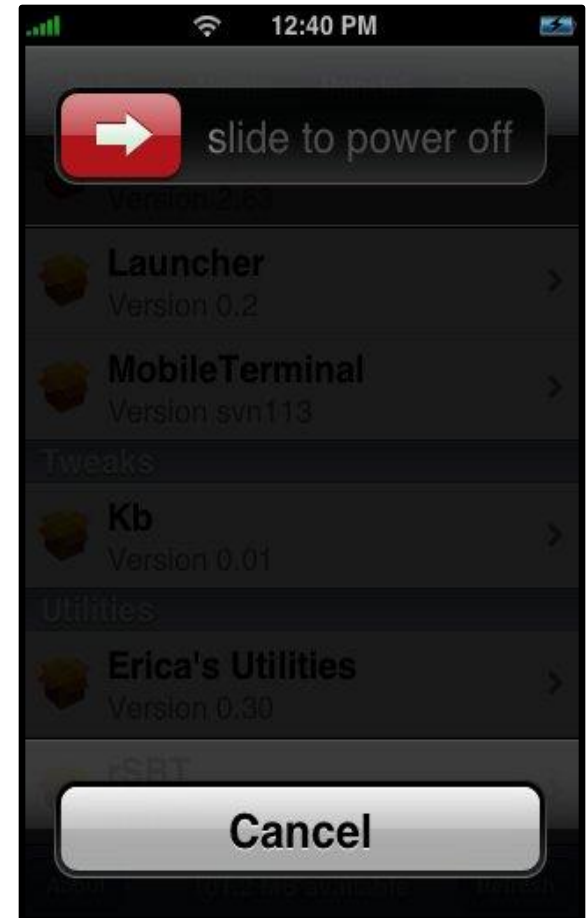


Set-Up Features

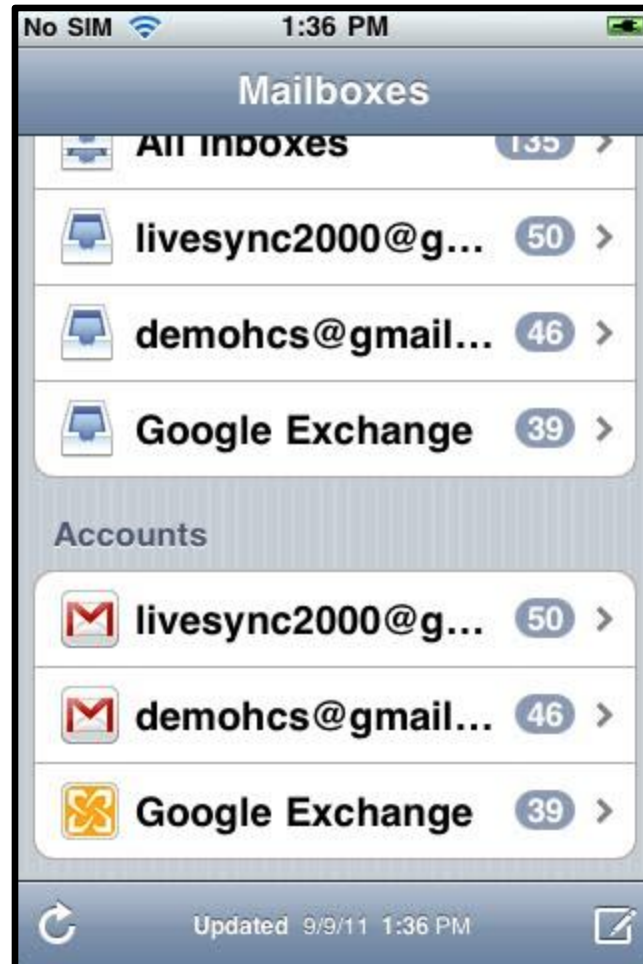
How To Keep Your iPhone Fast

Perform a Soft Reset of Your iPhone

- From any screen, press and hold the Power button atop the iPhone
- Slide Red Arrow to power off the device
- Wait about 30 seconds, turn power back on
- The Apple logo will appear and reset the device
- No changes to your data, settings or applications are made in this process.



Email Settings

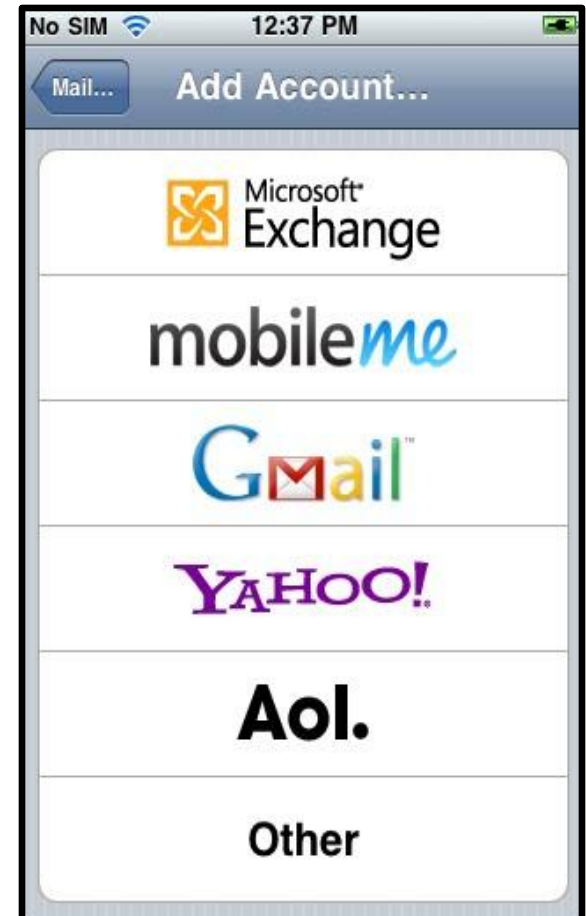


Set-Up Features

Managing Your CRM and Email on the cloud

Set up your email accounts

- Open the Settings app, select Mail Contacts, Calendar
- Select Add Account, fill in the setup form
- Use the available wizards to setup common email services
- Use “Other” to set up email services not listed
- Don’t forget to set the email delivery settings



Set-Up Features

Managing Your CRM and Email On The Cloud

Set up your email accounts

- Many email accounts will only deliver mail if you manually “fetch” the new email on a set schedule.
- Turn this process on if you are not getting email from an exchange server.

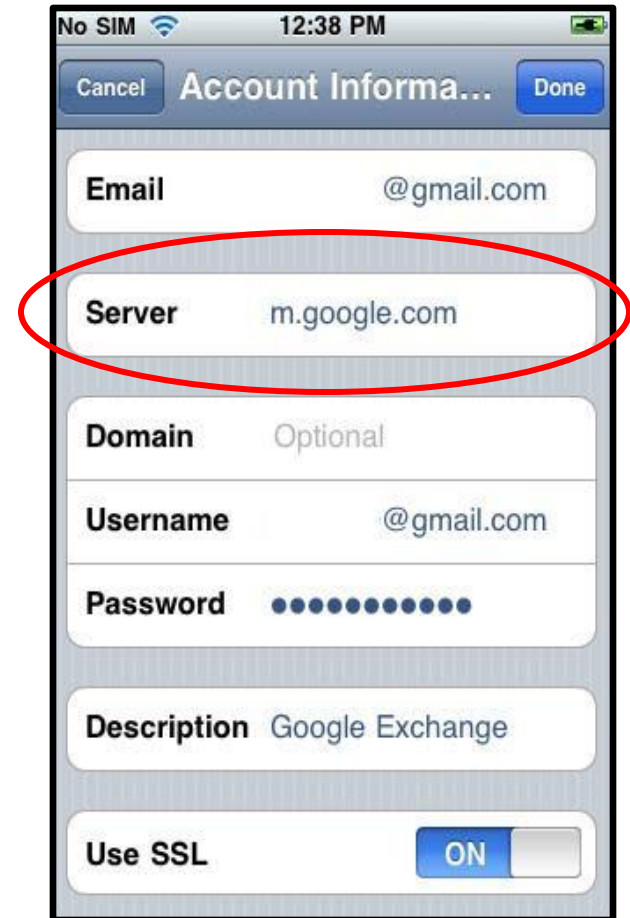


Set-Up Features

Managing Your CRM and Email On The Cloud

Set up an Exchange account

- Exchange accounts can sync your email, contacts and calendar data so that is the same on your desktop and mobile devices.
- Mobile Me (now iCloud) and Google apps are examples of cloud apps that will provide this feature.
- The data is updated on a close to real-time basis
- Select Microsoft Exchange from the Account list.
- Complete all required information. Domain can be left blank if desired.
- You will need the server address that provides the data to make this work. Google's server for example is m.google.com.



Set-Up Features

Managing Your CRM and Email On The Cloud

Set up an Exchange account

- The final step is to turn on each exchange process you want to use.
- A good idea is to select to keep the current data on your iPhone.

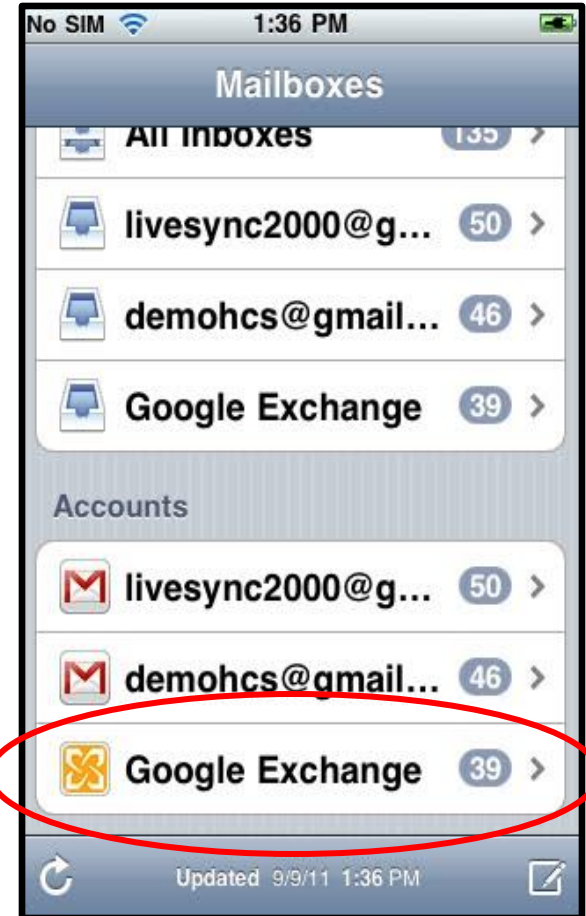


Set-Up Features

Managing Your CRM and Email On The Cloud

Set up an Exchange account

- You will now see a new account in your Email app, an Exchange account. As a Google account, it will backup and update your contacts, calendar and email as it is created on your desktop of mobile devices..
- You must have activated your Google Calendar on the desktop before it will exchange calendar data. Contacts will be directed to Gmail contacts.



The Apple iPad2

Apple's tablet computer is designed to bridge the smartphone and the laptop

Design is based on Apple iPhone, using downloadable apps to drive its functionality

- 9.7 inch screen
- WiFi and GPRS Internet
- 1GHz processor, 16GB, 32GB, or 64GB flash drive
- Supports HTML 5
- Dock connector to VGA adapter
- 95,000 apps in the App Store



Mobile Productivity Tools

Useful Apps for iPhones and iPads

DocuSign – DocuSign is a service that allows for the electronic signature of documents.

Tech Savvy Agent – The Tech Savvy Agent app keeps you posted and up-to-date with the latest technology for real estate agents.

DropBox – DropBox is a cloud app that allows you to save everything to a special file on the DropBox server

Vyoo.it – Vyoo.it is a mobile marketing application to make online property listings accessible via the *mobile* web. This is a great tool for agents to use with **QR codes** – design the QR code to direct people to the property listing you've set up for the mobile web through Vyoo.it.



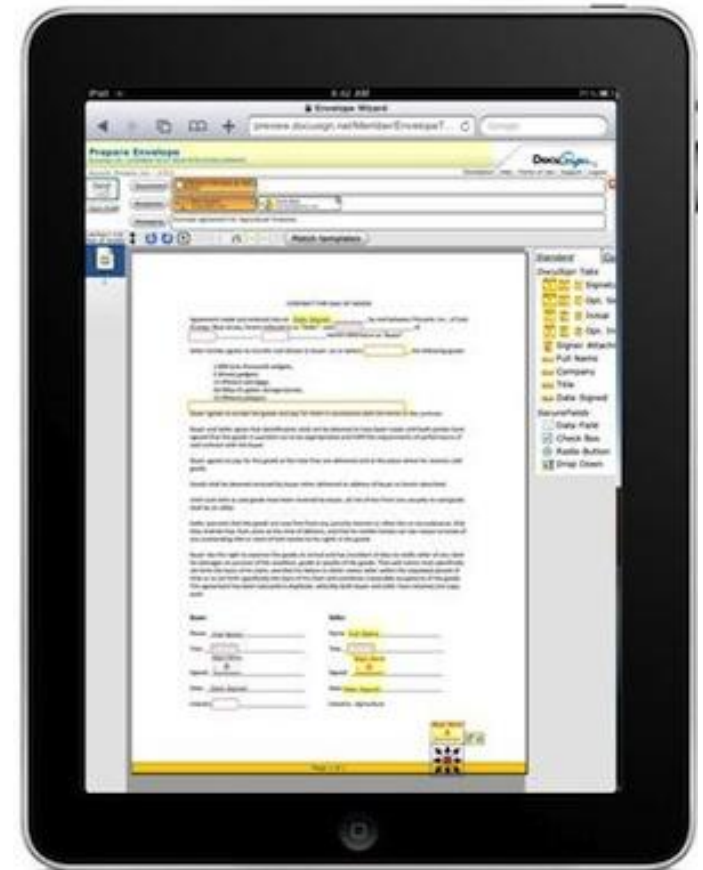
Mobile Productivity Tools

Useful Apps for iPhones and iPads

DocuSign

DocuSign is a service that allows for the electronic signature of documents.

- Customers upload a document to DocuSign's servers and then can manage digital signatures through email, the Web and the iPad. Signatures can be made easily using the device's touchscreen.
- The documents DocuSign produces are legally binding, so they can be used in court.
- The app is free, but it can be used only by people with a DocuSign account, which costs at least \$17.99 a month per user.



Mobile Productivity Tools

Useful Apps for iPhones and iPads

ZipForm Mobile

Create a new transaction

List the forms within a transaction

Add one or more forms to a transaction from one or more licensed libraries

List and modify transactions

Fill in all fields on every form with the 'Edit' feature, will reflect on all related docs

View forms in PDF or PNG format

Navigate forms by scrolling through the pages or zoom-in

Email one or more forms in PDF format to one or more email recipients, complete with any comments



Mobile Productivity Tools

Useful Apps for iPhones and iPads

Kurio For REALTORS®

- Search property listings
- View critical property details including price, square footage
- REALTOR® and public remarks and showing instructions
- Email a property flyer to your client
- Instantly connect with the listing agent.
- All this and more is now available on your mobile device with Kurio.



Mobile Productivity Tools

Useful Apps for iPhones and iPads

Dropbox

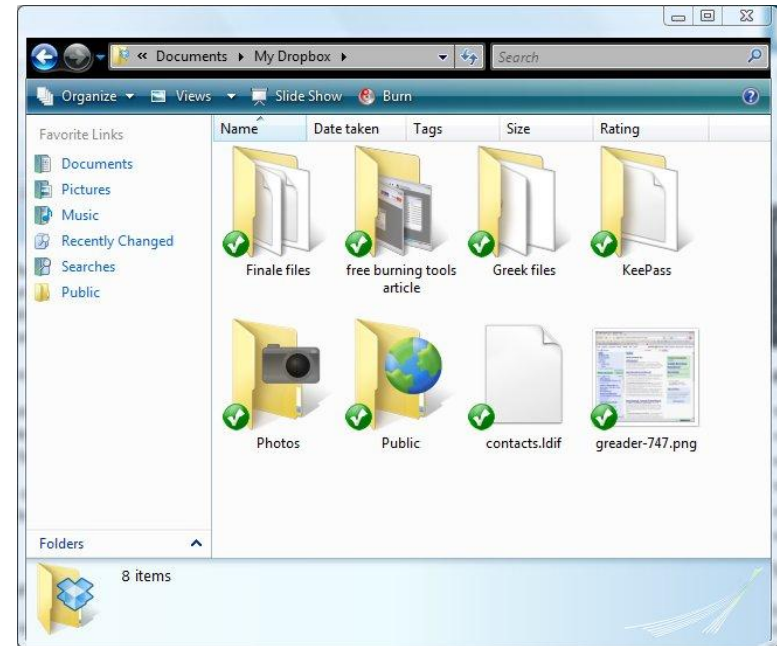
Dropbox will completely change the way that you store your files, especially if you work cross-platform.

Upload and store documents, files, photos, music, etc.

Adding content to your Dropbox is as easy as copying between file folders.

Dropbox for iPad takes advantage of the screen and also gives you previews of your documents, photos, and media.

Open your documents in whatever app you have installed that supports that type of media.



Mobile Productivity Tools

Useful Apps for iPhones and iPads

GTD (get things done)



Toodledo



Things



OmniFocus



ToDo



Pocket Informant HD



Evernote



Facetasks



Facetasks



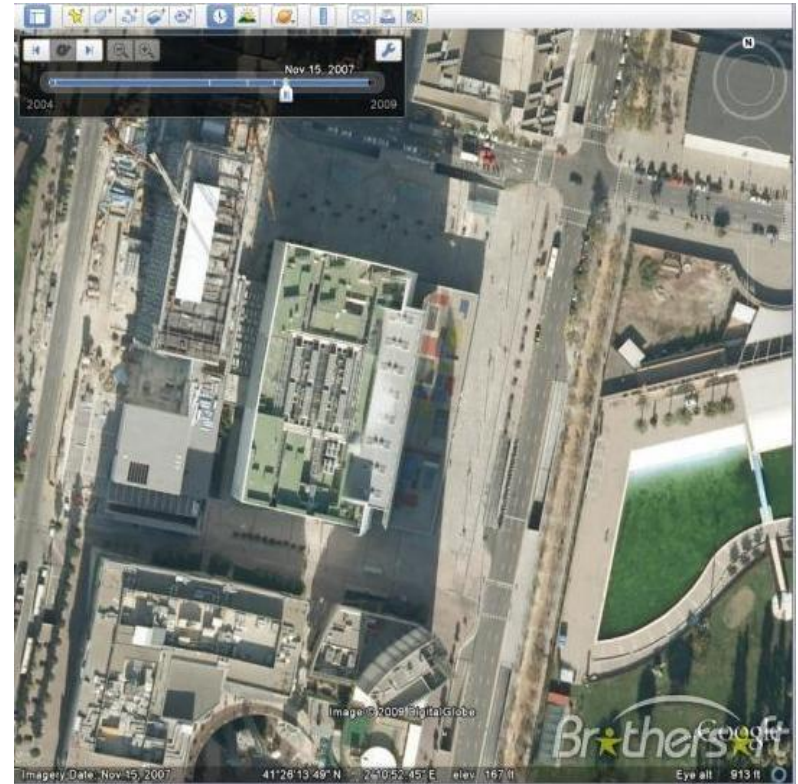
Mobile Productivity Tools

Useful Apps for iPhones and iPads

Google Earth helps users get a feel for a neighborhood (quality of nearby homes, location in relation to busy streets, etc.) once they've found an interesting home listing online, as it provides 360 panoramic street-level views. It also offers a high-quality bird's eye view of a house,

Yelp is a great go-to when you are out looking at houses. It allows you to locate and read reviews about nearby locations (coffee shops, restaurants, gas stations, shops and more) and learn more about a neighborhood's offerings.

Mortgage Calculator PRO makes it easy to calculate monthly payments for fixed rate loans. You can add different adjustments such as insurance, property tax, loan length (months and years), interest, down payment and monthly fees (such as HOA) to see how they would affect the monthly payment. A complete payment schedule allows you to view the interest, principal and remaining balance for each and every payment of the loan. The app also allows you to save and organize all of your various loans so you do not have to repeatedly enter the information when reviewing the options.



Mobile Productivity Tools

Useful Apps for iPhones and iPads

iHandy Level is a useful Agents' tool to do exactly what it says: a handy level.

Geo Measure - Map Area / Distance Measurement

- Use your phone's built-in GPS to measure the area of a room or acreage. Show buyers the area of a property

Mortgage Calculator PRO makes it easy to calculate monthly payments for fixed rate loans.



Mobile Productivity Tools

QR Codes- the latest innovation in Mobile Marketing



A **QR Code** is a two-dimensional barcode readable a scanner, mobile phones with a camera and smartphones.

The information encoded can be:

- Text (contacts)
- Website URL
- Phone Number
- SMS
- Menu
- Social Media



Mobile Productivity Tools



QR Codes- the latest innovation in Mobile Marketing



A **QR Code** is a two-dimensional barcode readable a scanner, mobile phones with a camera and smartphones.

- Used by airlines for paperless check-in
- Deposit checks using phone camera
- Capture contacts at conventions
- Property recovery?

Try Quickmark for iPhone.
Scan barcodes and QR codes, website scans, etc.



Mobile Productivity Tools

Mobile Fax Accounts



efax.com

Fax by email

Subscription service

Sends and receive fax documents via email.

- eFax
- myFax
- RapidFax
- WiredFax

..And More

Mobile Productivity Tools

Flickr and Picasa

m.flickr.com



Picasa.google.com



Free.Cloud Services

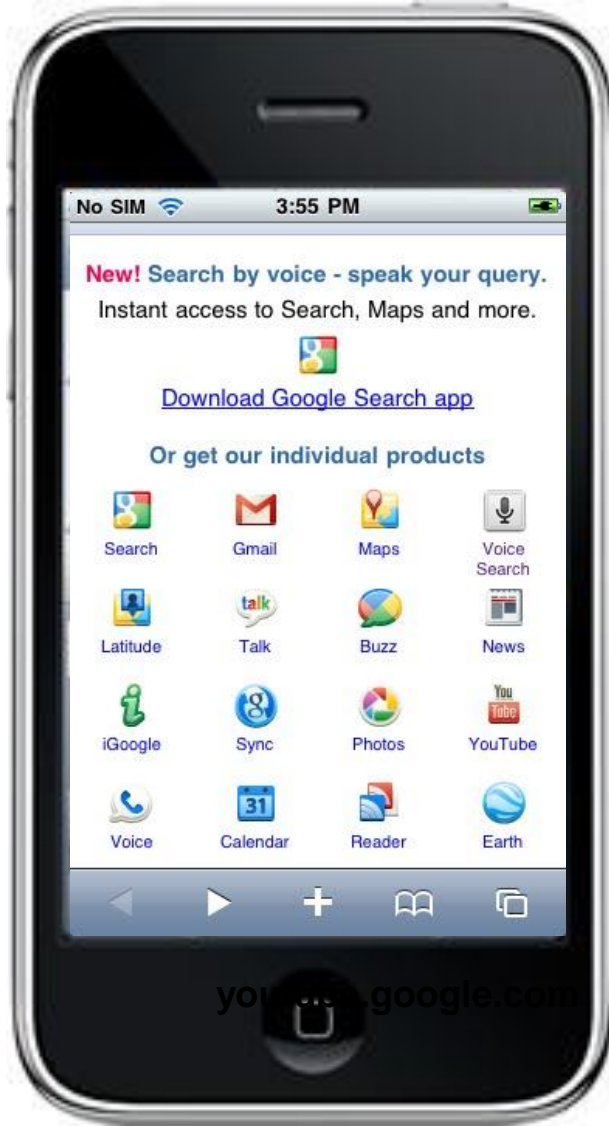
Upload and organize hundreds of photos into personal galleries.

Invite viewers and clients to see your slideshows with an email attachment- no more attaching multiple photo files to an email.

Premium accounts with larger storage available.



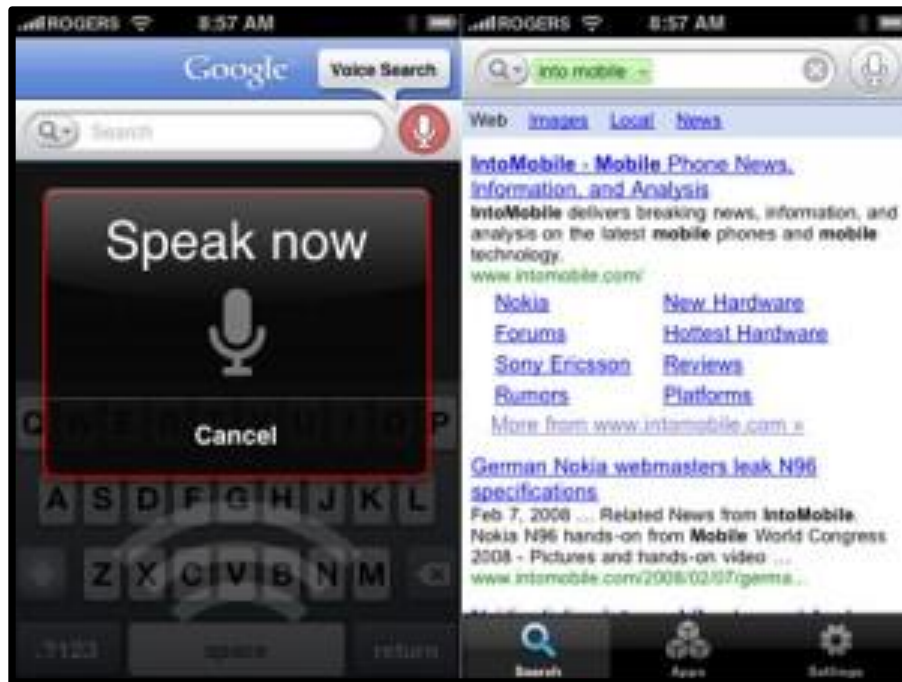
The Google Universe



Google mobile
apps to create the
ultimate mobile office
<http://m.google.com>

- Gmail
 - Calendar
 - Maps
 - Voice
 - Docs
 - Search
 - Latitude
 - Chat
 - Picasa
 - Earth
 - Google+
 - YouTube
 - Reader
 - Sync
-

The Google Universe



Add this app to your
iPhone or Blackberry

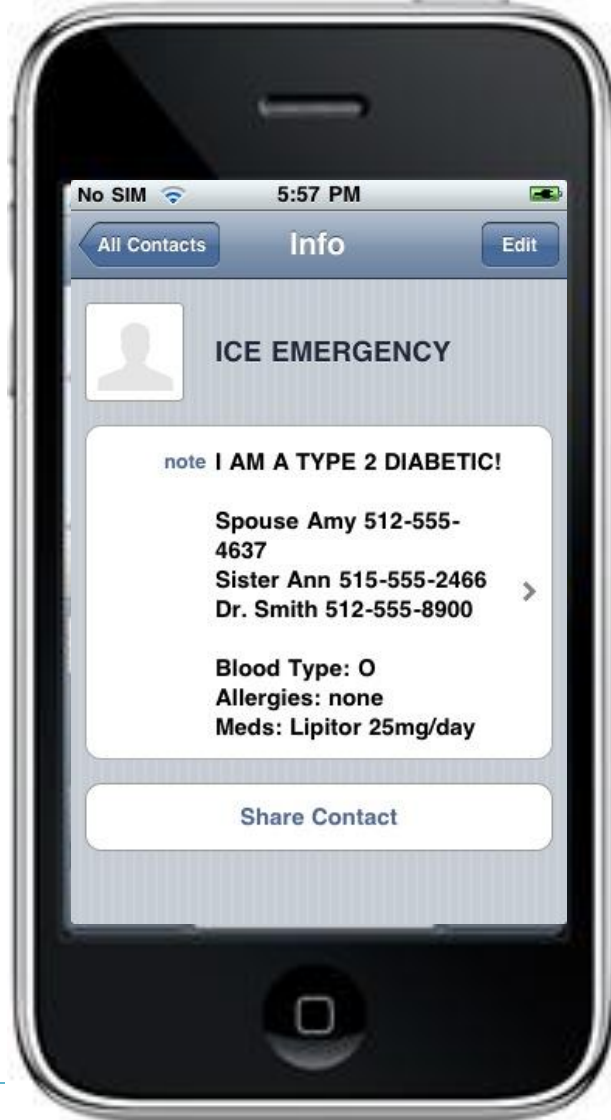
m.google.com



Tap the mic to speak commands for a
Google search. Tap the camera to
launch Google Goggles.



Have You **ICED** Your iPhone?



How to save your own life

Emergency first responders are trained to look for your mobile phone, hoping that the person has “ICED” their phone

Here’s how to do it on a smart phone:

1. **Create a new contact**
2. **Name the contact ICE Emergency**
3. **Place the emergency contact information under “notes” instead of where phone numbers would go.**
4. **List allergies, meds, blood type as well.**

Handouts and Downloads

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“Tough times never last but tough agents do.

The very best compliment I could ever receive is a referral from you.

My commitment is to not only meet but exceed your expectations.”

- B.J. Martin, Distinguished REALTOR®, Harry Norman Realtors Atlanta

**A referral to your Association’s Executives would be
of tremendous value to me.**

Send me an email with their names, and please tell them about
me next time you contact the office

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Master Your Windows Mobile Phone

Getting A Finger On The iPhone

Master Your Palm OS Treo and Palm Prē

Master The Android Smartphone

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Thank You!

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