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## Treo 680: Lower Cost Model Targets Wider Audience

By James Alan Miller  
October 12, 2006

During the DigitalLife show in New York today, Palm introduced the Treo 680, its first Palm OS smartphone for GSM carriers in two years. The



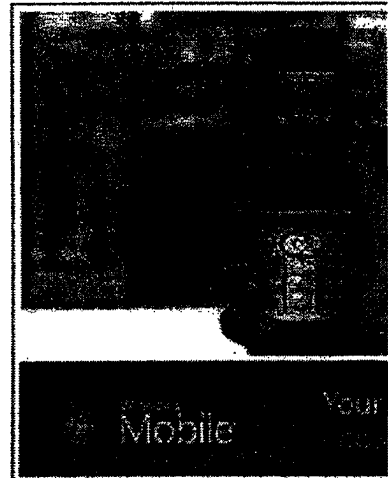
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new model is the company's fourth Treo overall this year; however, following the Win Treo 700w/wx and Palm platform Treo 700p for CDMA carriers Sprint and Verizon W Microsoft-based GSM Treo 750v just made available through Vodafone in Europe.

CEO Ed Colligan emphasized throughout the press conference introducing the 680 that the aimed mobile professionals like past Treos. But rather, as he put it, Palm wants to capture the mobile accomplisher market, which it said is 9x the size of the traditional smart audience.

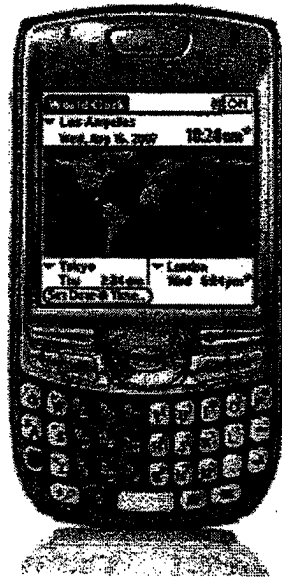
Palm defines mobile accomplishers as college-educated cell phone owners who are frequent and away from their PC, but still want to strike a balance between their work and personal thought about getting a smartphone before, but haven't because of fears it would be too use or expensive.

Although Palm didn't give any price specifics, Colligan said that when the 680 starts to enter a month so, it will be the company's lowest-cost Treo yet. It will also be the easiest to use



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"Suffice it say, with more functionality and more capabilities, it will be very competitively market than any other smartphone product today, relative to the kind of capabilities this bring," Colligan asserted. "We really tried to push the design to make it more phone like using the product, [you'll find] it's really a no compromise phone as well as an incredibly computer."



As with the 750v, the 680 loses the Treo's signature antenna, making it decidedly sleeker Treo 650, which it replaces. According to Colligan, the new smartphone's cellular-radio is powerful than the earlier model's anyway, so it should deliver even better performance.

Its GSM/GPRS radio is also quad-band (850/900/1800/1900), making it a world phone. P expects 20 international carriers will pick up the 680 by June 2007. With it, Colligan said I expand upon Palm's success in the U.S. and the Americas to around the world. Recent ru place Cingular Wireless as the operator which may deliver the 680, as well as a version o the U.S.

While the device sports 2.5G EDGE data cellular-data networking, it doesn't implement a is there integrated Wi-Fi or support for Palm's expansion card that would add the capabili and Wi-Fi (yet to find its way into any Palm smartphone) are probably due to price consc

Another causality is the quality of the 680's camera, which drops down to VGA - the same from the 1.3-megapixel types offered by other Treos released this year.

Additional specifications include the same 320 x 320 pixel resolution touch screen as rece Treos, 64 MB user-available memory, a 312 MHz Intel PXA270 processor, and Bluetooth. lithium-ion battery is supposed to last up to 4 hours talk and 300 hours standby time.

Palm also said, at 4.4 x 2.3 x 0.8 inches (111.8 x 58.4 x 20.3 millimeters) and 5.5 ounce the 680 is the smallest Treo yet. This is due to the battery being smaller and the sculptin which, according to Palm, makes it fit more comfortably in the hand.

The company is also giving consumers a choice of color for the first time. There's going to available in Graphite, Crimson, Arctic, and Copper.



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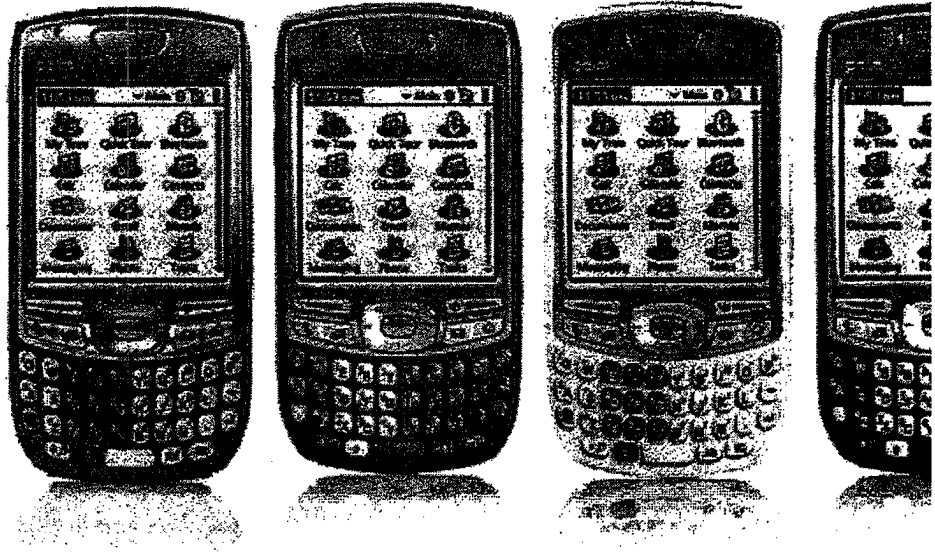
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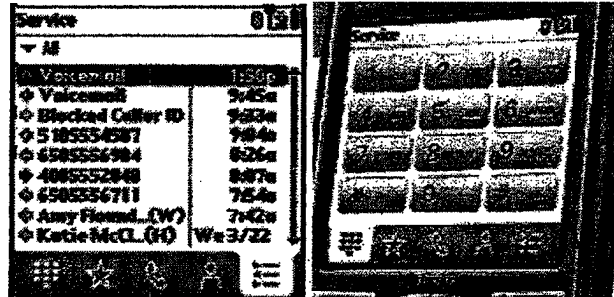


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**Software**

To make the new Treo even easier to use, to help encourage feature phone users who think are to hard to use to make the move up, Palm has upgraded the user interface and introduced a new tab phone application. In addition, the Address Book and contacts are now built directly into the application.



**5 Tab Phone App**

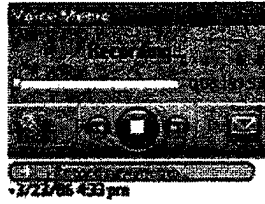
The full User Guide is on the device, knowledge base articles will sync down when needed. The recently-viewed feature has been added. So when you hold down the launcher key you can see several applications you used.

DataViz Documents To Go v8 is bundled for Microsoft Office document viewing and editing. The e-mail app, VersaMail, has been upgraded as well, as has the picture/video software, included for playing MP3 files. It is upgradeable to the Deluxe version so you can play DRM content.

At launch, Palm will offer an unlocked Treo 680 bundle featuring a 1 GB SD card, stereo headphones, and Pocket Tunes Deluxe with a free one month trial of Yahoo! Music Unlimited for a limited time.

The 680 supports both audio and visual streaming media in the WMA and WMV formats.

There's a Voice Memo application that even allows you to set what you record as a ringtone.



At the press conference, Palm showed off the new Google Maps application for the Palm OS compatible with the all Treo's built on the platform going back to the Treo 600. The free application offers directions, local search, moveable/scalable maps, location satellite imagery and live traffic.

There's also a threaded chat application that tracks an SMS conversation as if it was an IM. You can view everything in one place. TypePad is a mobile blogging tool from a company that allows you to, well, blog text and images from the Treo.

Chat Scott Duncan (0/0) 1/11  
Scott: Duncan Hi Bill, just saw your budget proposal. Can we meet now to discuss?  
Bill: Can't, in a meeting till 3. Can we meet then?  
Scott: Duncan: How about 4:30?

Send QuickText 61 characters  
Sorry, have to leave early. Going homeboarding this weekend.

Done Send Add...

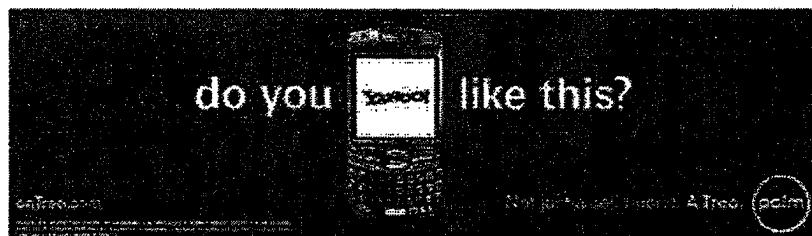
#### SMS Threading

Palm has also updated the Web browser, improving it "quite a bit on this version of the OS," said, for faster performance and more accurate delivery of content.

#### Promotion

To support the roll out of the Treo 680, Palm is going to roll out \$25 million advertising campaign. The main tag line will be 'Not Just A Cell Phone. A Treo.' "Because a Treo does you access to all the things you really care about," Colligan said.

The campaign will include partners like Yahoo!, eBay, Google, and Flickr. "So you'll see a places, google things." or "do you yahoo! like this?" or "flickr this" or "winning feels good example.



The purpose, Colligan said, is to "make sure people understand not only can they use this device, but they can also get access to all the things they care about wherever they are. At the power that this product will do."

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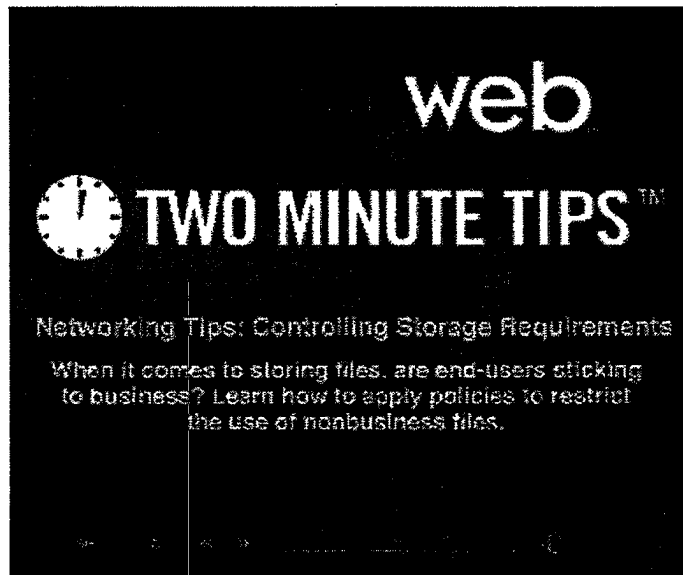
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