

Exhibit 4

THE WALL STREET JOURNAL

What's News - Business and Finance World-Wide

Apple introduced a media-playing cellphone, dubbed the iPhone, that lets users download and play music, browse the Web, send e-mails and make calls. The June release of the phone could be a boon for AT&T, whose Cingular unit has an exclusive deal to provide cellphone service in the U.S. But the device's price tag of up to \$599 is a potential stumbling block. A3, D1

Alcoa kicked off its earnings season with a 60% jump in profit. The company cited higher metal prices and strong demand for aluminum. Revenue rose 23%. A2

D.R. Horton's orders fell 20% and cancellations remained high as the home builder continued to struggle with a deteriorating housing market. C8

Germany's Commerzbank said it will stop handing dollar transactions for a boost at its New York branch, in an effort to insulate itself from the U.S. efforts to isolate Iran's economy. A3

United won a four-way contest to provide new service to China. The airline plans to launch the route between Washington and Beijing March 25. A2

**The Dow industrials eased 5.89 points to 12416.60 despite big gains for IBM. Apple's product news boosted the Nasdaq. C1
Oil ended down 45 cents to \$55.54 after dipping below \$54 for the first time in 18 months. C3**

Schwarzenegger ordered a cut in the carbon content of vehicle fuels, while 37 governors prepared to push for a rule requiring greater use of ethanol. A2

Some Cuban economists are laying plans for a more market-oriented approach, including proposals to decentralize control and extend private ownership. A1

The Supreme Court reversed a rule that companies forfeit the right to challenge a patent if they pay royalties, in a victory for drug maker MedImmune. A8

Vodafone's CEO plans talks with Indian officials on a deal for Hutchison Essar, as the country's cellphone sector lures foreign bidders. B11, C3

The White House is raising royalty payments it charges producers of oil and gas in the Gulf of Mexico, apparently to appease critics in Congress. A2

Russia's main oil pipeline to Europe remained shut for a second day as a trade war with Belarus worsened. EU officials said refugees jumped into stocks. A4

Thailand's government approved plans to force some foreign investors to reduce shareholdings in businesses considered vital to national security. A14

Mills plans to write off some \$350 million in shareholder equity after an accounting probe found "possible misconduct." B4

Hedge funds are proliferating in London, sending remis skyrocketing and vacancy rates plunging in the city's Mayfair district. C1

U.S. troops had a fierce Baghdad clash, a possible "surge" preview. Airstrikes were called in to battle insurgents after Iraqi police checkpoints came under attack in a Sunni section not far from the Green Zone. As many as 50 militants died, some foreigners, Iraq's Defense Ministry said. A Pentagon official said initial units of the 20,000 reinforcements Bush is to call for in tonight's TV address may go into action this month. Reid and Pelosi pledge votes on the escalation, despite apprehension by Democrats. The president also is expected to lay out a shift from big aid projects by U.S. firms to small ones that put Iraqis to work. Meanwhile, a plane crash in Iraq's north left 34 Turkish contract workers dead. A4

An army private accused of raping an Iraqi girl and killing her and her family last year had been diagnosed a three months earlier but was returned to duty, the Associated Press reports. A5

U.S. officials said AC-130 strikes killed 10 in Qadafia suspects among Islamic militants trapped by Egyptian soldiers in Somalia, but local officials said the toll was far higher and included civilians. UN chief Ban also raised concerns on killing, civilian deaths and expanding the conflict. A8

The House, 299-128, passed anti-torture measures urged by the Sept. 11 panel, a Democratic priority that Republicans dismissed as posturing.

Bush sidestepped a fight with the new Democratic Senate, withdrawing four judge nominees whose confirmation had been blocked in 2006.

The CBO said the fiscal 2007 budget deficit is running well below the 2006 rate, and credited continued healthy growth in tax receipts. A4

The taxpayer advocate told how shadowy IRS rules changes known as "phantoms" can significantly complicate tax planning for millions. D1

Israel's Olmert arrived in China to push for firmer nuclear sanctions on Iran. The U.S. asked Beijing to reconsider a big gas deal with Tehran.

Jordan said it felled a terror plot when police killed an al Qaeda man and arrested another said to be tied to a 2004 al Qaeda plot against Amman.

North Korea is likely to test another nuclear weapon, the U.S. commander for Korea said, but the timing of it is known only to Pyongyang.

The U.S. is sending a squadron of over 15 stealth fighters to the South.

Basque separatist group ETA admitted bombing Madrid airport and killing two Dec. 30, erasing doubt sown by its political arm, Batasuna.

A Nigerian newspaper said security police detained its editor over an article on alleged Obasanjo meddling in the selection of a successor.

Bush may issue an executive order endorsing nonemblematic citizenship to deflect a move by Congress to boost reentry funding. A6

Medical enrollment plunged in Virginia since a 2006 federal law requiring citizenship papers. Some officials say even citizens are deterred.

Blood banks are worried that screening procedures, like one that could affect up to 20% of females, might reduce supplies. D1

Insurers say they won't be pressured by any deal State Farm strikes on Mississippi Katrina damage, said to be close but still out of reach. C2

Steroid suspensions appear to be behind the thwarting of Mcquire's first bid for Harvard's Hall of Fame; Gwynn and Ripken will be admitted.

FASHION VICTIM

To Refurbish Its Image, Tiffany Risks Profits

After Silver Took Off, Jeweler Raises Prices To Discourage Teens

By ELLEN BYRON

In the late 1990s, Tiffany & Co.'s silver charm bracelet was a must-have fashion accessory. Teens jostled Tiffany's lushed stores clamoring for the \$110 silver bangle. Sales skyrocketed, investors cheered.

Tiffany's managers worried. They knew the bracelet had become a fad, one that could alienate the jeweler's older, wealthier, and more conservative clientele. Worse, it could forever damage Tiffany's reputation for luxury.

For the large number of silver customers, the bracelet represented a fundamental threat—just not to the business but to the core franchise of our brand," says Tiffany CEO Michael Kowalski.

So in a dramatic gamble, Tiffany decided to kill its golden goose. In 2002, the firm began hiking prices on its fast-growing, highly profitable line of cheaper silver jewelry. It simultaneously introduced pricier jewelry collections, renovated stores and showed off its craftsmanship by highlighting spectacular gems like a \$2.5 million pink diamond ring.

Like a growing number of publicly traded luxury-goods makers, Tiffany is attempting to walk a razor-thin line: broadening offerings to the upper-middle classes while pitching privilege to the truly rich. The dilemma is particularly acute these days, as investors clamor for sales growth on one side and fickle luxury buyers demand exclusivity on the other.

Other purveyors of designer wares

Please turn to page A15

Siberians Love Their Billionaire And His Largess

Popular Gov. Abramovich Enriched Chukotka Region; Now He Wants to Leave

By GUY CHAZAN

ANADYR, Russia—When Lyubov Vershchakova heard that her local governor was resigning, she thought about collecting signatures to make him stay—for good.

"God sent us Roman Arkodievich and we won't let him go," the kindergarten principal says, defiantly. "He must stay here for the rest of his life."

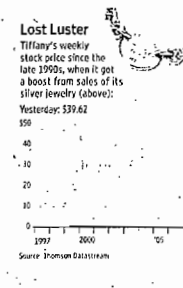
Most super-rich businessmen are reviled in Russia. But Roman Arkodievich Abramovich is an exception—Siberia that he has ruled for the past six years. In Chukotka, affection for Gov. Abramovich borders on the cultish.

An orphan who during the 1990s rose to become one of Russia's richest and most influential oligarchs, Mr. Abramovich has spent a chunk of his personal fortune on making Chukotka more livable. Since his election in 2000, the economy has tripled in size. One burgeoning industry, it's now in the grip of a baby boom.

That has created a thorny problem: who is desperate to quit. When Mr. Abramovich first tried to resign, in 2005, President Putin asked him to stay another year. Last month he tried again. So far, the "little hasht" hasn't given him an answer. "I believe my mission is accomplished," Mr. Abramovich told a group of journalists last month. "I'll be in Chukotka is now no worse than in any other part of Russia."

It's easy to see why he fans had enough. Half inside the Arctic circle, Chukotka is a Texas-size expanse of treeless permafrost, nine time zones

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Source: Thomson DataStream

Lost Luster
Tiffany's weekly stock price since the late 1990s, when it got a boost from sales of its silver jewelry (above).
Yesterday: \$59.62

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Cuban Economists Envision Role For Markets in Post-Castro Era

By BOB DAVIS

With Fidel Castro aging and absent from the public stage, some influential Cuban intellectuals are laying plans for a more market-oriented approach to fortify the island's ailing communist economy.

The debate over economic experimentation, squelched a decade ago by the Castro regime, offers a glimpse of what a post-Castro Cuba could look like. Now, it is intensifying at a time when Castro disciple Hugo Chavez is steering Venezuela toward the kind of hardline socialism that has failed to produce prosperity in Cuba.

Together, the Cuban economists' proposals would cut down on state interference in businesses and aim to wring more productivity out of the island's national economy. Among the steps under discussion: decentralizing control, expanding the power of managers at privately owned agricultural cooperatives, extending private ownership to other sectors, suggesting investment in infrastructure and increasing incentives to workers.

None of the plans would shock communism for capitalism or open the island further to foreign investment—which economists outside Cuba say are critical for the island to prosper. But the fact that the gov-

Newspapers Set To Jointly Sell Ads on Web Sites

Gannett, McClatchy And Tribune To Form Nationwide Network

Yahoo's Competing Effort

By JULIA ANGIN

The nation's three largest newspaper publishers are gearing up to sell advertising jointly on their newspapers' Web sites, believing their survival depends on seizing new online revenue.

Gannett Co., McClatchy Co. and Tribune Co. are planning to offer advertisers one-stop shopping for displays on Internet sites. The goal is to attract big advertisers such as car makers and phone companies that want to reach a nationwide audience but don't want the hassle of negotiating ad deals with each company or newspaper.

The joint effort, code-named "Open Network," marks a big new bid to win back advertisers that are defecting in droves to the Web. Currently, national advertisers buy the bulk of their online display ads—banners and boxes—through big portals such as Yahoo Inc., Time Warner Inc.'s AOL or Microsoft Corp.'s MSN. Yahoo has announced plans to work with seven other newspaper publishers to build a similar one-stop-shopping spot for advertisers. Google Inc. has also repaid a bonanza with advertising links that it has used to search results.

The three newspaper companies, known in the industry as GMT, are likely to each contribute 10% of their on-line advertising space to the network, according to people familiar with the situation. They hope to announce some-

erment is permitting—perhaps even encouraging—the debate suggests regime officials might find these kinds of changes acceptable, though it may take Mr. Castro's death to put them into effect.

"We are in the midst of a process of debate, which is cautious and restricted, but is happening for the first time in many years," said Pedro Manuel, a senior professor at the Center for Research on the International Economy in Havana. "It's a historic moment," says Julia Sweig, a Cuba specialist at the Council on Foreign Relations in Washington. "The Cuban regime feels confident enough to have voices it once purged be at the center of the economic debate on reform."

The proposals are prompted by the continuing economic privatization in Cuba, where state salaries don't come close to covering living costs. But the planning is made more immediate by the 80-year-old Mr. Castro's continuing health problems. The Cuban government hasn't disclosed the

Please turn to page A14

How LONG DOES IT TAKE TO STOP A CAR TRAVELING AT 60 MPH?

45 FT	75 FT
125 FT	230 FT

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Apple Storms Cellphone Field

Cingular to Offer Service For High-End iPhone; Obstacles: Price, Rivals

By LI YUAN
And PUI-WING TAM

The long-awaited announcement that Apple Inc. would offer a media-playing cellphone—dubbed the iPhone—sent ripples through the telecom industry and pushed Apple's stock to a high, but it also raised questions about the company's strategy to parlay its successful iPod music player as an entry in the cutthroat handset market.

The device, priced up to \$599 in addition to a two-year cellular service contract, allows users to download and play iTunes music, browse the Web, send email and make calls. Equipped with a wide screen and a two-megapixel camera it can also link wirelessly to music headsets, stereo systems and Wi-Fi networks. (See related article on page D1.)

The iPhone, scheduled for release in June, could be a boost for AT&T Inc., the world's largest telecom operator, and its Cingular Wireless unit, which has an exclusive multi-year deal for the U.S.

market to provide cellphone service for the device. The phone will be sold at Apple and Cingular stores, as well as on each company's Web site. Cingular hopes the phone will attract high-end customers and give it an advantage over rival Verizon Communications Inc., which also is trying to reposition itself as a multimedia service provider.

The iPhone is the latest example of how lines between the entertainment and telecom industries are blurring. Verizon Wireless recently began offering YouTube videos on cellphones, while Sprint Nextel Corp. produces its own TV shows for cellphone screens. Comcast Corp. and other cable companies, are offering Internet calling services and have partnered with Sprint to offer wireless service and television for cellphones.

The market for high-priced multimedia wireless devices has been growing fast. For example, BlackBerry wireless email devices have been selling for several years for as much as \$400 without such features as cameras or music players. Consumers have also been willing to pay a premium for well-designed handsets, such as Motorola Inc.'s RAZR, as a fashion statement. In Europe

and Asia, where carriers don't subsidize handsets as much as in the U.S., many consumers pay upward of \$500 for the latest handsets. What's more is that Apple's design and strong brand name have allowed the company to charge more than its rivals for items from laptops to music players. And Cingular is expected to promote the phone aggressively.

At this price point, "if anybody could pull it off, it will be Apple," says Hugues de la Vergne, handset analyst of the research firm Gartner Inc.

However, whether the iPhone can match the success of the iPod remains to be seen. One potential stumbling block: The price tag is high for the U.S. market, where as much as 80% of handsets sell for \$99 or less, Mr. de la Vergne said. Analysts say Apple is unlikely to lower the phone's price because it doesn't want to cannibal-



Apple CEO Steve Jobs holds up the new iPhone during his keynote address yesterday at MacWorld Conference & Expo.

ize its iPod business.

And while the iPhone appears unparalleled in its design, many equipment makers have pushed in the same direction: SonyEricsson's Walkman phone, which sold more than 15.5 million units by the end of September, has a camera, video and music player and a phone, for example, and one model is available free with some cellphone service subscriptions. Motorola last week warned investors its 2007 revenue and profit would fall short of its own forecasts, even after the company sold more than 50 million RAZR units. The price of the RAZR fell from \$500 to being offered free with service contracts. Apple could face a similar price pressure over time, some analysts suggest.

Entering the cellphone market also carries risks that have left other large tech companies bloodied. Microsoft Corp., for instance, had a tough time breaking into the market with its cellphone software platform and still hasn't made significant inroads into the market.

Apple also is wading into a market with very different dynamics from the consumer-electronics market in which it plays. While

Apple is used to connecting directly with customers through its stores and its Web site, access to consumers in the cellphone market is largely controlled by wireless carriers.

Apple's historical model—relying on sales of hardware—would also be tough to replicate in the cellphone industry, where carriers typically lure customers by discounting handsets and earn most of their profit from the service. It also will be dealing with intense competition: Many sub-\$100 phones already offer music-playing capabilities. "Wireless is hard," says Mike Abramsky, an analyst at RBC Capital Markets. "Success in this industry has confounded other companies like Microsoft and even Motorola at times."

Apple's iPhone will compete in an increasingly crowded field of high-end smartphones that include Motorola's Q, Research in Motion Ltd.'s BlackBerry Pearl and Palm Inc.'s Treo 750, all released in the past year and are targeted at the consumer market.

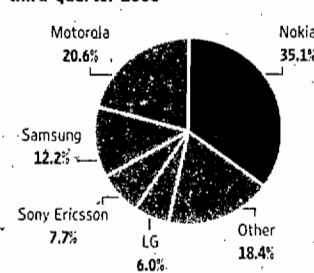
Of course, Apple has a trump card: a loyal following in the downloadable music world. Apple introduced its iPod player five years ago, and bolstered the device by creating an iTunes music store where consumers can download songs for 99 cents. In recent years, Apple has added other content onto iTunes, including network TV shows such as "Desperate Housewives," movies and music videos.

Adding to the drama of the iPhone's unveiling, which was shrouded in secrecy through the course of two and a half years of development, the debut took place at the same time that the giant Consumer Electronics Show—where Apple rivals such as Microsoft typically put on a big show—was unfolding in Las Vegas, dividing the attention of the tech world. And to reflect its new role in the tech world, Apple changed its corporate name from Apple Computer Inc. to Apple Inc.

As the iPhone announcement sparked fears that Apple, Cupertino, Calif., would steal market share, the stocks of competitors dropped. Shares of RIM dropped 2.9%, while those of Palm dropped 3.7%. Shares of some larger telecom equipment makers dropped as well, though not drastically. After the news, Apple's stock rose \$7.10, or 8.3%, to \$92.57 in 4 p.m. composite Nasdaq Stock Market trading.

Sara Silver and Nick Wingfield contributed to this article.

Share of mobile handsets sold, third-quarter 2006



Total handsets sold: 251.3 million

Source: Gartner Dataquest



A Guide to Investing In Real Estate

PERSONAL FINANCE D3



The Man Who Made Hits With Aretha

CULTURAL CONVERSATION D9

IRS REPORT: The 20 most serious problems facing taxpayers and the agency.

THE MOSSBERG SOLUTION: Programming your TV when you aren't in the room.

Apple's iPhone: Is It Worth It?



By NICK WINGFIELD
And LI YUAN

APPLE INC.'s feverishly anticipated iPhone combines the music and video features of an iPod with the communications functions of a smartphone. The question is how many consumers will be willing to pay the hefty price for the combo.

In defense of the price of the iPhone, Apple Chief Executive Steve Jobs said in a speech at the start of the Macworld conference in San Francisco that consumers normally have to pay \$180 for a comparable iPod nano and \$299 for a smartphone, which would lack many of the whiz bang features of the iPhone at roughly the same price.

With Google, Apple developed a feature the company described as a major innovation, calling it "voicemail mail." Instead of having to wade through voice mail messages in the order in which they were left, iPhone users will see a list with the names and phone numbers of people

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The Tax Hit You May Not See

Phaseouts, Which Limit Tax Breaks Based on Income, Come Under Renewed Fire; What to Watch Out For

By TOM HERMAN

MILLIONS of people are paying taxes at higher rates than they probably realize because of tricky provisions that can reduce—or even eliminate—major tax breaks based on their income.

These so-called phaseouts, because some benefits begin to phase out when your income exceeds certain levels and similar provisions should be repealed, or at least simplified, said Nina Olson, the Internal Revenue Service's National Taxpayer Advocate. In a report to Congress released yesterday, Ms. Olson, who isn't a political appointee, heads an IRS unit designed to help taxpayers cut through red tape and deal with problems that typically couldn't be resolved through normal channels.

The report says more than 60 million individual income-tax returns, about 44% of the total filed last year, are affected each year by one or more of these provisions, which can drive up a taxpayer's marginal tax rate well above his or her official tax rate.

It's doubtful that Congress will eliminate phaseouts. Repealing them would cost the U.S.

Stealth Taxes

Many people stand to lose part or all of key tax benefits because their income is too high.

Numerous tax benefits include income-based "phaseout" provisions.

Among the breaks affected: the phaseout of personal exemptions and limits on many itemized deductions.

A new report by IRS National Taxpayer Advocate Nina Olson urges Congress to repeal, or at least simplify, phaseouts.

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Treasury Department billions of dollars each year at a time when lawmakers are focusing more on cutting budget deficits than on simplifying the nation's notoriously complex tax system. Yet the report throws a new spotlight on a dimly lit corner of the tax world that many taxpayers need to understand more thoroughly in order to make intelligent tax and investment-planning decisions.

Phaseouts are also referred to as "stealth" taxes because they're difficult for the average taxpayer to detect. Among the most significant limits on personal exemption amounts and on many itemized deductions, such as charitable contributions and state and local taxes, for taxpayers whose income exceeds certain levels. (More than \$7 million individual returns for 2004 were hit by the income limit on itemized deductions. As a result, taxpayers were unable to deduct a total of more than \$367 billion of itemized deductions for that year.)

Other benefits that may be affected include a credit for adopting a child, the child tax credit and education-related incentives. A new deduction for mortgage insurance also has phaseout provisions.

Even sophisticated taxpayers may be unaware of these provisions.

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New Rules May Shrink Ranks of Blood Donors

HIV Risk Eases, but Concern Over Other Threats Grows; A Problem With Pregnancies

By LAURA LANDRO

FAST-EMERGING threats to the blood supply—including infectious diseases from abroad and newly recognized risks of transfusion—are raising safety concerns and threatening to shrink the supply of eligible blood donors.

The chances of getting HIV or hepatitis C from donated blood have been all but eliminated thanks to sophisticated screening. But regulators and blood banks are adding new protections in an effort to guard the latest threats.

Among the most sweeping are changes that could affect the use of certain blood components from 50 to 20% of female donors—as many as a



million women. Scientists have only recently come to understand that certain antibodies in the blood of women who have ever been pregnant can cause a reaction known as transfusion-related acute lung injury, or TRALI. While rare, TRALI has emerged as

the leading cause of transfusion-related deaths, associated with 50-100 fatalities annually.

In addition, the Food and Drug Administration recently approved a new standard donor-screening form to better ferret out risk factors that could lead to a transmissible infection, with more direct and detailed questions about travel, relationships and lifestyle, such as intravenous drug use.

Last month, the FDA, which continues to seek new donor-screening tests for infectious diseases, approved a test for Chagas disease, a potentially fatal blood-borne illness linked to a parasite that affects as many as 11 million people in Latin America. Chagas is of increasing concern in the U.S. because of the rise in immigration from those countries.

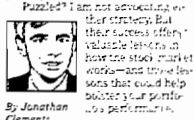
Amid these concerns, there is growing debate about lifting bans on gay men, which could increase the pool of donors. Last year, transfusion-medicine experts, researchers and blood centers

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GETTING GOING

To Find Hotter Funds, Go With The Winners—and the Losers

If you say last year's top performers in stock funds had a good shot of scoring market-beating results over the next 12 months, what if you buy last year's worst performers? That, too, could earn you a pleasant return.



By Jonathan Clements

Seeking heat.

Each year, the Standard & Poor's 500 has a good shot of scoring market-beating results over the next 12 months. But if you buy last year's worst performers, that, too, could earn you a pleasant return.

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fund that continued outperformance," he says.

In contrast, Mr. Cashar found the worst performers typically struggled in the year that followed. The fund industry's laggards, however, often include a slew of small, oddball funds with high costs—and Mr. Fossel may have avoided these perennial losers by sticking with a single, well-run fund family.

With Mr. Fossel's strategy, "you're getting 'mean reversion' of individual stocks," suspects Jeremy Siegel, a finance professor at the University of Pennsylvania's Wharton School.

Mean reversion, Siegel says, "suggests that negative returns drives stocks below their true value, and then you get the bounce back."

It is, of course, risky to bank heavily on a single fund focused on one market segment. Instead, you want to own a globally diversified portfolio. That said, you might take a few cues from Mr. Fossel's and Mr. Salzman's success.

Suppose you're adding new funds to your portfolio. One strategy: Hunt for laggard funds that have performed poorly because their investment style has been out of favor. But before you buy, wait for performance to perk up. That way, you should have a sector that's relatively cheap—but where the momentum is now in your favor.

Similarly, let's say you want to rebalance, to bring your funds back in line with your target portfolio percentages. If you have a fund that posted a huge one-year return but performed poorly over the next two years, you can squeeze more gains out of the underling market momentum.

Trading Tips

Wanting and doing are two different things. If you want to trade, you need to have a plan. A good plan is one that is based on a clear understanding of your goals and the risks involved. It should also include a strategy for managing your emotions and a plan for exiting a trade.

One tip is to focus on a few quality funds rather than a large number of mediocre ones. Another tip is to avoid funds with high expenses, as these can significantly erode your returns over time.

It's also important to diversify your investments across different asset classes and sectors. This can help reduce the overall risk of your portfolio and improve its long-term performance.

Finally, remember that investing is a long-term game. Don't get discouraged by short-term fluctuations in the market. Stay focused on your long-term goals and stick to your investment plan.

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By NICK WINGFIELD
And LI YUAN

APPLE INC.'s feverishly anticipated iPhone combines the music and video features of an iPod with the communications functions of a smartphone. The question is how many consumers will be willing to pay the hefty price for the combo.

The iPhone has a sleek design and is only 11.6 millimeters thick. A 3.5-inch screen, bigger than on most iPods, extends for almost the entire length of the nearly button-free device. Instead of the iPod's iconic scroll wheel, users will navigate through their song collections, make phone calls and perform other tasks by tapping their fingers on the iPhone's touch-sensitive screen. Users of the iPhone will make calls or type emails on a virtual keyboard that pops up onscreen as needed.

Apple, of Cupertino, Calif., has an exclusive agreement with AT&T Inc.'s Cingular, the nation's largest cellular carrier by subscriber, to sell the iPhone in the U.S. for \$499 and \$599—well above mass-market cellphones—with a commitment to a two-year wireless plan. Although it has been on a hot streak, Apple doesn't always hit it big when it enters new markets. The company collaborated with Motorola Corp. on a phone called ROKR that plays songs from users' iTunes music collections, but it was seen by many as a disappointment because of limited storage capacity.

It's unclear if and when the prices for the iPhone might come down, as prices for electronics gear such as flat-screen television sets and video camcorders tend to do. While prices for the iPod have generally stayed in the same range over the years, consumers have been getting more features on new generations of iPods, essentially getting more for their money each time. With cellphones, the historical model has been for prices of such devices to come down quickly, with wireless carriers sometimes taking a loss on the products in order to get consumer subscription revenue.

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GADGETS

THE MOSSBERG SOLUTION | Edited by Walter S. Mossberg

Using Your DVR From Afar

Two Methods Allow Remote Recording; Checking the Grid

The whole point of using a digital video recorder is convenience. Rather than arranging your schedule around television shows, you watch what you want when it's best for you. That may be running out the door for a weeklong trip, forgetting to air out which shows will play while you're gone. Or you might want to watch a new series or show while at work, unable to get home in time to record it.

This week, I was reminded of how easy it is to use my TiVo digital video recorder to record programs that can be done more conveniently through remote online access. I did so using two methods: TiVo Inc.'s own Web service, TiVo Central Online at www.tivo.com, and Sling Media Inc.'s downloadable SlingPlayer software program, which works when Slingbox hardware is attached to your television. Other remote recording solutions also are available using computer-based programs.

These two programming aids came in handy, allaying my fears of ever missing a show like the "Oprah" episode on who ate the entire "Grey's Anatomy" cast appeared (I forgot to set my TiVo). TiVo Central Online's remote programming scheduling grid was helpful, and Sling Media's SlingPlayer brought the TiVo's features onto my computer screen, as well as a live feed from the remote television.

Remote access from TiVo.com is included with the monthly or annual service fee TiVo owners already pay, but many of them don't know

about it or use it. TiVo Central Online works best with a broadband-connected TiVo, such as the Series2 with the S33 Wireless G USB Network Adapter, which you can have, or the new TiVo Series2. The earlier version of TiVo, called the Series box, uses a phone line to series-connect and receive TiVo data; the Series2 can also use a phone line.

TiVos using a broadband connection only need about an hour of notice from TiVo Central Online to record a coming show; phone-connected TiVos need at least 24 hours notice.

I created a TiVo.com account which automatically knew my home TiVo's channels and broadband connection. Searches on the TiVo Central Online site can be narrowed using genres.

TiVo Central Online's grid gives you a useful for remotely programming your TiVo—displaying titles, times, durations and channels for each show. From my office, I recorded a combination of "Oprah" by following steps similar to those on my actual TiVo. The episode title appeared in my home TiVo's To Do list with a TiVo doesn't allow you to actually watch the program while away from the TiVo recorder, unless you use a more laborious and complicated process called TiVo ToGo, which requires that you transfer content from the TiVo to a laptop or portable player.

The Slingbox is a separate device that attaches to your television and lets you remotely watch the TV's content from anywhere using a computer or mobile device. If your TV has a TiVo connected to it, the Slingbox lets you remotely control your TiVo's scheduled recordings and settings, or watch its content. You can be sitting in your living

room. An on-screen image of the TiVo remote control adds familiarity to SlingPlayer.

The Slingbox costs between \$160 and \$260 depending on which features you get, and the SlingPlayer software program is a free download from www.slingmedia.com. The complete package costs \$300 fee, though, for the mobile software programs that work on Windows Mobile devices.

The experience you get with SlingPlayer is rich, and becomes even more enjoyable when TiVo is added to the equation. I downloaded the SlingPlayer on my Apple iMac; it also runs on Windows XP and Vista, as well as mobile platforms.

I logged in to view content on a Slingbox-enhanced TV and TiVo. A vivid image of a TiVo remote control worked just as it should; its buttons were all usable, and you even hear the TiVo sound effects. As I watched shows remotely, the picture was choppy at times, slowing down to "optimize" the video every so often. But the longer I watched, the better it got.

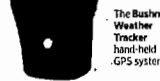
Any changes that you make on the TiVo using your SlingPlayer are reflected back on the actual TiVo. So if you've watched half of a show on your computer before stopping, you can resume the rest of the show by watching on your TiVo—starting where you left off.

Next time you're away from your TiVo but want it to record something, think about setting up a free TiVo Central Online account, allowing you the flexibility of remote recording—should you want to use it. The Slingbox and SlingPlayer work best for users who want their TV programs enough to want to see their program again.

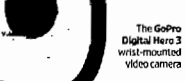
MossbergSolution@wsj.com



Motorola Bluetooth Active Headphones 59 for wireless access to music and web calls



The Bushnell Weather Tracker hand-held GPS system



The GoPro Digital 3 wrist-mounted video camera

Tech's New Trend: Multitasking

Phones Play Music, Cameras Make Calls At Las Vegas CES

By JESSICA E. VASCARELLO And DON CLARK

With 2007 techies can make multitasking to whole new level. Exhibitors at the Consumer Electronics Show in Las Vegas this week are displaying devices that do double, triple or quadruple duty, carrying out tasks as calling, getting weather reports and visiting Web sites.

Cellphone makers such as Nokia Corp. and Motorola Inc. are incorporating media players, powerful Web browsers and high-end digital cameras into their phones. Verizon Wireless's suppliers, including Samsung Electronics Co., are developing phones that can receive broadcast TV, called Windows, while still making calls or sending text messages.

Here are some of the products being showcased at this year's new Mediamart: ■ HP MediaSmart. Price: Undetermined. Availability: Third quarter 2007. What it is: A server for multiple home computers.

Vital chores at companies—such as sharing and making copies of data—are becoming just as important in households. So Hewlett-Packard Co. is introducing a device for the home that has been commonplace in businesses for years: the server.

It's a new Mediamart server, called Windows, which acts as a repository for photos, music, movies and other digital content. It was built around new software from Microsoft Corp., called Windows Home Server, which helps automatically manage tasks such as making backup copies of files on all laptops and desktop top machines connected to a home network.

■ Bing & Clusen Reovi-

son B. Price: \$21,900. Availability: On sale now. What it is: A mostek media center.

Well-behaved couch potatoes may be drawn to this latest fantasy product from Bang & Olufsen. It looks like a sleek silver picture frame—about four feet tall and four feet wide—with a 50-inch plasma TV.

There's more. The ReoVision 915 is a true media server, with built-in networking, a hard drive for storing photos and other digital content from a home PC—all controlled by a remote that can also make use of favorite Web sites. A motorized stand turns the screen to face the user's easy chair when the set is on, returning it to a rest position when powering down.

■ Bushnell Weather Tracker DNX4000 Price: Undetermined. Availability: Summer 2007. What it is: A hand-held GPS system with built-in weather tracking and XM satellite radio.

A freak storm brewing along their coast might encourage hikers to cut a trek short—if they knew about it in advance. This gizmo aims to provide that kind of advance warning by combining a Global Positioning System map with weather data, along with service from XM Satellite Radio Holdings Inc. to live up weather by the minute.

The ONIX 400 delivers weather reports layered onto a map, plus satellite photos. It also offers a sports scoreboard, a 3.5-inch color LCD screen, an included 64MB Micro SD card for data and map batteries, and a rechargeable Li-ion battery.

■ Panasonic. Price: \$299. Availability: Summer 2007 or later. What it is: A dual-lens phone that can make free Internet calls, according to a Global Positioning System map with weather data, along with service from XM Satellite Radio Holdings Inc. to live up weather by the minute.

By the way, the iPhone's opportunity is to tap the mass market, as it has with the iPod. Mr. Jobs said Apple is aiming to sell about 10 million iPhones through the end of 2007, but one requires users to connect via a PC while the other requires a monthly subscription.

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Matshushita Electric Industrial Co.'s new Panasonic cordless phone answers both issues. Globarange users can easily make Internet calls to each other free—as long as they have broadband connections—without a computer or a separate service. The phone, which operates at the 5.8 gigahertz frequency range, also comes with a second line that can make and receive phone calls from traditional phone lines.

Motorola Bluetooth Active Headphones \$89. Price: Customers need not to check with their local Motorola store on prices. Availability: Scheduled for first half of 2007. What it is: A hands-free wireless headset that provides access to music and voice calls on a Bluetooth-enabled cellphone on the go, running along the back of a person's head.

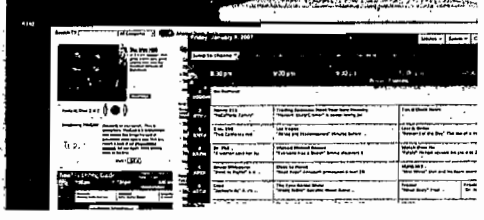
Weighing barely an ounce, the Motorola SR5 is designed to be easy to use and wear. It lets users play music or answer a phone call by simply pressing the buttons on the headphones. The product streams music from compatible Bluetooth-enabled stereo music phones and Bluetooth-enabled MP3 players, as well as iPod players equipped with the navPlay Bluetooth Stereo Adaptor for iPod.

GoPro Digital Hero 3. Price: \$140. Availability: January 2007. What it is: A wrist-mounted video camera that has already produced still cameras. The new Digital Hero 3 adds video, and is housed in a case that straps to a user's wrist, over their ski goggles, or on their bike handlebars.

—Sarnad Ali, Christopher Lutz and Scott McElroy and Yakari Iwanski Kane contributed to this article.

Online Today Our blog tracks the latest dispatches from the Consumer Electronics Show in Las Vegas. at WSJ.com/OnlineToday

TiVo Inc.'s TiVo Central Online. www.tivo.com, and Sling Media Inc.'s SlingPlayer. www.slingmedia.com, both add in remotely recording programs on your TiVo.



A screenshot of a computer screen showing a software interface with various data points and graphs.

HEALTH

Rules May Deter Blood Donors

Increasingly, researchers believe TRALI can occur when certain plasma products are given to pregnant women to prevent rejection of the foreign male blood cells in their fetus, react with a transfusion-related antigen, allowing fluid to enter the lungs.

The nonprofit group AABB (formerly the American Association of Blood Banks) is recommending that blood centers have plans in place to reduce the risk of TRALI from plasma donations by this November and in placidly donors for plasma used for transfusion. The highest risk of TRALI is from plasma products and platelets, versus whole blood; plasma is the liquid portion of blood which carries cells and helps in blood clotting, and platelets help prevent massive blood loss from trauma and blood vessel leakage.

American Red Cross Blood Management Officer Richard Benjamin says his organization is already beginning the shift to 100% plasma products, based on some parts of the country for transfusion. "We need female donors," Dr. Benjamin says. So the group will only accept plasma from women "for the manufacture of other blood products where there is no risk." The Red Cross also is developing ways to screen potential donors for the presence of antibodies and will divert women that test positive to other blood products.

of donated blood, bringing the total cost to about \$54 this year. The cost of testing the blood supply for seven known high-risk infectious agents each year in the U.S. is approximately \$500 million, with a similar amount from tests that weren't in place a decade ago—including tests for HIV and West Nile virus, according to James Audch, chairman of the pathology department at Dartmouth Hitchcock Medical Center in Lebanon, N.H.

The FDA says it must err on the side of caution, "if it reduces the supply of plasma." For every deferral we put into place, we do a very careful consideration of how it will impact the donor pool," says Alan Williams, head of the division of blood applications at FDA's biologics center.

The FDA is under growing pressure to ensure that the blood supply is not unduly affected by blood donations from men who have had sex with other men even once since 1972. Last month, with the American Red Cross and America's Blood Centers told the FDA that because of new tests that can quickly detect the presence of antibodies and scientifically unwarranted and recommended that it be changed to allow men who have abstained from sex with another man for a period of one year.

But the FDA says data show that more men who have sex with men abstain from sex with another man for a period of one year. The FDA says it is reshaping the company, Apple yesterday said it has changed its corporate name to Apple Inc. after decades as Apple Computer Inc. In his speech, Mr. Jobs said the iPhone was the result of more than 25 years of development work at Apple and iPod. Mr. Jobs also said the company had worked with Yahoo Inc. and Google Inc. to bring popular Internet features like Yahoo Mail and Google Maps to the product. He said the iPhone is powered by Apple's Mac OS X operating system, which runs the company's desktop computers. One of the product's features came at a steep cost for consumers, though, leading some ana-

lysts to question how big Apple's opportunity is to tap the mass market, as it has with the iPod. Mr. Jobs said Apple is aiming to sell about 10 million iPhones through the end of 2007, but one requires users to connect via a PC while the other requires a monthly subscription.

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Is Apple's iPhone Worth It?

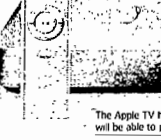
Continued from page D1

who left them voice messages and tap to listen the messages in which they are recorded.

There are also sophisticated sensors within the product that, for instance, adjust the brightness of the screen to make it more legible based on ambient lighting conditions. Another sensor automatically shifts the phone's camera to the iPhoto to landscape from portrait mode when a user holds the device between two hands, which will allow users to view movies and television shows in wide-screen mode.

Initially, users will load music, videos and other content onto the iPhone from their computers, not wirelessly over the Cingular network. Executives in the music industry and Apple are negotiating new licensing agreements with music labels to obtain rights to sell songs wirelessly on the iPhone.

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Question of the Day Will the iPhone be a hit like the iPod or the iPod? by The Wall Street Journal at WSJ.com/QuestionOfTheDay

Is Apple's iPhone Worth It?

Continued from page D1

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In a nod to how drastically products like the iPod, iPhone and a new television set-top box coming out in February called Apple TV are reshaping the company, Apple yesterday said it has changed its corporate name to Apple Inc. after decades as Apple Computer Inc. In his speech, Mr. Jobs said the iPhone was the result of more than 2½ years of development work at Apple and positioned its importance on par with the two other biggest innovations in Apple's history, the Macintosh computer and iPod.

Mr. Jobs also said the company had worked with Yahoo Inc. and Google Inc. to bring popular Internet features like Yahoo Mail and Google Maps to the product. He said the iPhone is powered by Apple's Mac OS X operating system, which runs the company's line of computers.

All of the product's features come at a steep cost for consumers, though, leading some ana-



The Apple TV has a 40 gigabyte hard drive and will be able to play video and photos from PCs.

lysts to question how big Apple's opportunity is to tap the mass market, as it has with the iPod. Mr. Jobs said Apple was aiming to sell about 10 million iPhones through the end of 2008, which would account for about 1% of annual global shipments of cellphones.

But at \$499 and \$599, prices for versions of the iPhone with four gigabytes and eight gigabytes of storage capacity, respectively, Apple will be going after a fraction of the market. Toni Sacconaghi, an analyst at Sanford C. Bernstein, said cellphones priced above \$300 account for only about 5% of the global market.

For its part, Cingular said it expects to attract high-end customers who are willing to pay the price of the device and for the data services the phone could offer, prices for which the companies didn't disclose. Cingular wouldn't say whether it was subsidizing the cost of the iPhone, as carriers typically do for most handsets. On average, North American carriers subsidize \$70 to \$90 per phone, according to research firm Gartner Inc.

Cingular CEO Stan Sigman said he was so convinced that Apple would come up with a breakthrough phone that Cingular signed a deal with Apple in New York two years ago without even seeing a product. The deal is a multiyear agreement, in which Cingular will handle customer support, billing and

other chores. Through the deal, Apple is not becoming a mobile virtual network operator—in effect, a reseller of airtime on another carrier's network.

Apple also said its new Apple TV product, formerly called iTV, will go on sale in February for \$299. The Apple TV, originally announced in September, will feature a 40 gigabyte hard drive and will be able to play video and photos from computers throughout the home.

Mr. Jobs said Viacom Inc.'s Paramount Pictures will join Walt Disney Co. in selling movie downloads that can be played on the Apple TV through the iTunes Store, providing more than 100 movies from its back catalog for download on iTunes.

To allay concerns of DVD retailers about competition from iTunes, Paramount is not including its new releases. Paramount studio head Brad Grey noted that the bulk of iTunes movie downloads so far have been library titles. Paramount's library includes movies such as "Breakfast at Tiffany's" as well as concert titles from artists like Bob Dylan and U2.

—Merissa Marr and Ethan Smith contributed to this article.

Question of the Day: Will the iPhone be a hit like the iPod or a flop like the Newton? Vote at WSJ.com/Question. Plus, watch highlights of Steve Jobs's presentation, at WSJ.com/Video.