


# EXHIBIT 9

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## Hush Tactics for the iPhone

*By DAVID POGUE*

I asked Steve Jobs if he knew of the work of Jeffrey Han, who's been demonstrating his big "multi-touch" screen technology since at least August 2005. (I mentioned this similarity in my last blog post.)

Mr. Jobs said, "We've had ours for two and a half years," implying that Apple's version came first.

I also asked Mr. Jobs and Cingular's CEO, Stan Sigman, how Cingular managed to keep the iPhone a secret; he conceded that the company had never had to manage a project in such secrecy before.

The answer, I was told, is that Cingular (like Apple) divided the project up into teams of engineers, each of whom worked on only one section of the phone. In fact, Apple actually supplied Cingular with a fakeout user-interface design that bore no resemblance to the final one, so that its programmers wouldn't know what they were working on.

At one point, a Cingular rep pointed out that the phone lacked a certain button. "Don't worry," Apple reported back. "We can always add that after the phone ships." It was a reference to the fact that on a touch-screen phone, adding a button is just a software upgrade—but that reply baffled the heck out of the Cingular guy.

For lots of great pictures of the phone, visit Engadget's real-time diary of the keynote presentation.

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