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Moreno: iPhone 4 problems can end friendships

Posted By [joseph.pena](#) On July 15, 2010 @ 1:41 pm In [Giving'em the Business](#) | [2 Comments](#)

While the details of the exact problem and solution with the iPhone 4 have yet to be divulged, one thing is certain: Just the mention of the problem, or Apple, in general, evokes a huge emotional response on par with fanatical.

Apple now, truly, lives up to its 1997 [Think Different ad campaign](#) [2].

"You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things."

It has reached the point that I quietly, and without comment, unfriended a college classmate on Facebook whom I didn't know very well due to frequent negative comments.

I asked him to speculate how he'd solve the iPhone 4 problem and he replied that he wouldn't propose a solution since he's not being paid. It turns out that unfriending him has lead him to sending me biweekly e-mail's with personal insults and attacks on Apple.



[1]

iPhone 4 (Photo courtesy of Flickr Creative Commons/Jorge Quinteros)

Wednesday's e-mail comment to me:

Still think the iP4 wasn't a POS on release???

Just as I said. But, I guess it was too hard for the "rocket scientists" at Apple to figure this out before release, huh?

That [sic] days of people buying Apple shit...just because it's Apple are numbered...

I haven't responded to any of his e-mails – what could I say that would help the situation?

So, why do people who have no interest in Apple go so far out of their way to attack the company? Is it because Apple changes things?

Even my mother has jumped into the iPhone 4 questioning game.

This week she called me and asked if I was having problems with my new iPhone. I told her that I had none. But, I am using a Bumper, which is a slim plastic case that goes around the outside of the phone.

With my mother on the line, and the usual one out of five bars of reception that I have in my office, I took off the Bumper. I then cupped my hands around the entire iPhone while being sure to touch all three antennas at the same time and, sure enough, the call dropped.

So, clearly, I can reproduce the problem by going out of my way.

Will I return it? No way! Its speed, HD video, camera, and FaceTime features are phenomenal. This is not a phone that simply "does" e-mail – it's a pocket-sized, full-blown, mobile computer that happens to make phone calls.

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[1] Image: <http://www.sdn.com/sandiego/2010-07-15/blogs/giving-em-the-business/moreno-iphone-4-problems-can-end-friendships/attachment/the-iphone-4-3>

[2] Think Different ad campaign: <http://www.youtube.com/watch?v=4oAB83Z1ydE>

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