



TOMORROW IN BUSINESS OF LIFE SPORTS

BEYOND BOUNDARIES

With conflict of interest charges multiplying, the BCCI must quickly establish standards and practices that are transparent and above reproach, writes Ayaz Memon



THE SMART LIFE SHEKHAR BHATIA

THE APPLE MAGIC

I have an iPhone. It's about four years old, a hand-me-down. Of all the cellphones that I have used so far, this is my favourite. Now it's become a bit slow, and I worry that it might soon pack up. So I have been toying with the idea of buying an iPhone 4.

While I was still debating whether to buy it on eBay or ask a friend to get one from the US, rumours began to appear on the Net that Apple would soon launch an upgraded version. One report said it would be "fairly different" from the most recent model; there was speculation that Apple will release "a cheaper iPhone 4 within weeks". Friends who use an iPhone, too, suggested, "Why don't you wait for the next announcement?"

Another iPhone user, a young man who needed to upgrade his iPhone 3GS, said he wouldn't wait as he had already decided to go the Android way. He bought a Samsung Galaxy S2 which he says has "more options, is very fast and very customizable". I'm not very familiar with Android. And in any case I'm quite satisfied with my Apple devices.

Apple fans, the world over, wait eagerly for "the next announcement" when the company launches a new product. There's a certain magic to the moment. Before the first iPhone was launched in 2007 there was already huge anticipation around "an Apple phone". I saw a video of the announcement: CEO Steve Jobs enters the stage, and starts with, "This is the day I've been waiting for two-and-a-half years..." He pauses, and there's loud applause. There is more clapping before an image of the iPhone is projected on the giant screen. It was a tantalizing show.

The "magic of the moment" that I am talking about is a combination of one man's obsession with good design that gave us beautiful products year after year. So much so that we now associate Jobs and Apple with innovation in technology as well as design.

Jobs once told Fortune magazine: "In most people's vocabularies, design means veneer. It's interior decorating. It's the fabric of the curtains and the sofa. But to me, nothing could be further from the meaning of design. Design is the fundamental soul of a man-made creation..."

They say Jobs had a perfect partner in his chief designer Jonathan "Jony" Ive who is innovative, creative and equally obsessed with perfection. They were made for each other, often referred to



Designed to succeed: Steve Jobs was the absolute minimalist.

as "Jives". Together, they created some of the most innovative products: iMac, the iPod, the iPhone and the iPad.

Good design is both functional and beautiful. By functional I mean useful; otherwise, it really doesn't matter how good it looks. There's another aspect to functional design: simplicity of use. A gadget that is difficult to use and complicated to set up cannot be called functional. My idea of good design is a combination of perfect form and function—like an Ikea product with the minimalist design of Muji.

Jobs was the absolute minimalist. No one got this better than Google which, in its tribute to his death, put a very subtle link under the search box with the words "Steve Jobs, 1955-2011." That's it. Not a word more.

Jobs was also obsessed with typography. He talks about this in his commencement speech at Stanford University in 2005 (the YouTube video has been viewed more than nine million times): "I learned about serif and sans serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great..." I don't know how many people outside the world of graphic design and typography understand the meaning of "serif" and "sans serif" (the difference is a tiny stroke on the edge of a letter), but with Jobs it was an obsession. He was a perfectionist. Not just about typeface but also the spacing between each letter.

Apple's latest product was launched last Wednesday at 10.30pm (IST). But instead of Jobs, the company's new CEO Tim Cook was on stage. I was on the Net an hour later, wondering if there's an iPhone 5. Instead, there was iPhone 4S, a new and improved version of its iPhone 4. I hope the iPhone 4, the model I was looking for, will now cost less than what it would have two months ago.

Jobs died the next day. No one can predict if the future Apple products will still have his magic touch, but I do hope they will carry on with his tradition of great design.

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The smart way to follow football

Live commentary, schedules, results, video clips, statistics and notifications—get all the latest information about your favourite club on your smartphone

By GOPAL SATHE gopal.s@livemint.com

Football action is in full swing, with the different leagues taking place or about to begin, so keeping track of your favourite clubs is not an easy thing. For smartphone owners though, there are apps for that. Go to the App Store or the Android Market from your phone and download the apps featured here. Many of these are free to download and use.

The Football App

**Free**  
This is the most comprehensive football application with easy access to all information about the sport on the Internet. The app tracks European clubs and global football and has live tickers, commentaries, league standings, last minute news, and statistics. Users can follow leagues around the world, including famous ones like the English Premier League, FA Cup, Uefa Champions League, Uefa Europa League, Serie A, Bundesliga, Primera Division, along with the local leagues of multiple countries.

Football League

**Free**  
The Football League is an official app created by the English Premier League. Users can download the app for free and then download free updates from different football clubs within the league. The app tracks the latest news, goals, match highlights and statistics of the clubs you've downloaded on your smartphone.

Official England Football

**Free**  
If you're more interested in the news from the English national squad, then this app has exclusive videos, squad news, live events, live commentary, results, tables, schedules, stats and notifications. You don't even need to run the app to catch the latest updates, messages will appear automatically on your phone's home screen. The app will follow the English team through the Uefa Cup 2012, making it a very comprehensive source of updates on the English team.

Arsenal

**\$4.99 (₹245)**  
The app focuses on the Arsenal team. It follows their progress through the club league, giving news and updates on the team, along with photos and video clips, and live match updates. The app isn't as good as some of the free ones, but it's an official club app, which could tip the scales for serious supporters.

Aston Villa

**Free**  
Aston Villa has an official iPhone and iPod application that can be downloaded on the App Store and also on the Android Market if you're an Android user. This app tracks the performance of the team through the league, with live audio commentary for every game, and downloadable images and wallpapers both from the games and outside them as well.



On the ball: A Tottenham Hotspur's (right) vs Arsenal English Premier League match; and (inset) The Football App.

Barclays Football

**Free**  
Barclays Football is a free mobile app from Barclays, the global title sponsor of The Barclays Premier League since 2001. The app combines live Barclays Premier League match text, commentary and scores, video content and the official Barclays Premier League podcast with exclusive match ticket competitions, an Augmented Reality stadium finder and interactive social media features, all in one place. Particularly cool if you're planning on heading over to see the matches live.

Blackburn Rovers

**\$0.99 (₹48.60)**  
The Blackburn Rovers official app is a lot like the Aston Villa app, with the latest news and videos, along with wallpapers, but instead of audio commentary, fans of Blackburn will have to make do with text commentary.

Official Chelsea FC

**\$0.99 (₹48.60)**  
The Official Chelsea Football Club App has been around for some time, and brings all the usual bells and whistles like scorecards, clips and pictures, and has been updated with new features that offer a behind-the-scenes look at the club as well.

Everton

**Free**  
Everton launched their first official iOS app this August, bringing news, pictures, video clips, tables, statistics, a match tracker and performance notifications that are delivered to the phone via push notifications.

Newcastle United

**\$4.99 (₹245)**  
The Newcastle United Football Club iPhone/iPod application is the first official app from the team, and presents news and video clips, wallpapers, tracking of matches for the team along with live commentary for fans to follow the games they weren't able to watch.

Sunderland

**\$4.99 (₹245)**  
If you're following Sunderland and want to buy the official app on your iPhone, then this is the way to go, but Android users will have to wait for it a little longer. This app tracks news, videos, scorecards, and even individual performance records for players, along with live audio commentary.

Tottenham Hotspur

**\$0.99 (₹48.60)**  
The Tottenham Hotspur's application brings news and videos, live audio commentary, wallpapers and video clips, which are becoming the norm for official apps. If you're a Tottenham fan, then this app is the easiest way to track all the information about the team, and watch media clips as well.

THE GHOST THAT GLIDES

The new Rolls-Royce Ghost EWB gets roomier in the rear and does so without compromising the Ghost's 'fun to drive' aura

By RISHAD SAAM MEHTA

It's a bit like travelling back in time and meeting Aladdin, and getting a magic-carpet ride. That's what the Rolls-Royce Ghost Extended Wheelbase (EWB) could do to you—scramble for fairy-tale metaphors. Within the Ghost EWB, should Aladdin rub his lamp, you needn't worry—there is an abundance of space to allow the resulting giant genie to stretch out in style.

The Rolls-Royce Ghost was introduced across global markets, including India, in late 2009. It was enthusiastically received as the Rolls-Royce that the owner could enjoy driving as much as being chauffeured in. The rear cabin of the Ghost delivers oodles of comfort and class to sink into after a taut and aggressive day in the boardroom and the driver's seat delivers therapeutic thrills on a relaxed weekend out motoring.

All this has been carried over into the Ghost EWB, the sixth new model

of the line. The car was previewed at the 64th Frankfurt Motor Show in September and unveiled in India last week.

It's all in the length

If you look at the Ghost and the Ghost EWB separately from the outside, you'd be hard-pressed to notice the extra length of the latter unless they are standing side by side. But if you've ever sat inside the Ghost, you'll at once notice the extra roominess when you enter the Ghost EWB. The Ghost EWB is 170mm longer than the Ghost and most of this extra length has been spent on making the rear roomier. The knee-room has stretched from 160mm to a whopping 330mm. For all this extra length and the standard panoramic steel roof, the weight has gone up by just 30kg.

The driving experience I was closely looking at the detailing on the "Spirit of Ecstasy", the famous winged figurine, at the front of the car when the engine was fired up. After the sound of the starter motor died down, the engine sounded like a faraway whisper even though my ears were hardly 6 inches from the bonnet.

I got into the driver's seat which I could finely adjust to my height and reach and then feasted my eyes on the instrumentation and panelling much of which—in keeping with the marque's tradition—has been painstakingly built by hand.

The driving experience

And, it's a wonderful blend of tradition and technology that while you can configure your Rolls-Royce through the futuristic multimedia interface (MMI), the push-pull knobs to open and close the air-conditioning vents remain deliciously old world. As is the pre-World War II font used for the letters inscribed on the switchgear and instrumentation.

There is also no tachometer to tell you mundane things like revolutions per minute. In its place is a power reserve meter, that starts at 100% at idle and declines as you accelerate telling you how much power you have in reserve. And there is always ample power in reserve.

For all its length and presence the Ghost EWB is actually fun to drive. Smooth, stately and calm, you'll need to drive this car for just a few minutes to know why Rolls-Royce is considered the epitome of motoring. Under the hood resides the 6.6 litre twin-turbocharged V12 engine, the same as that of the Ghost, and it makes 563 bhp which it delivers through an 8-speed automatic gearbox in that famed Rolls-Royce whoosh rather than fist-in-the-chest or

neck-snapping acceleration. But that doesn't mean it's not quick. With just a gentle caress on the accelerator, it did 160 kmph in a care-less sigh. I remember at a traffic light on Marine Drive in Mumbai, I put the accelerator down and the Ghost simply glided away with the other traffic rapidly disappearing into the rear view mirror. It will also go from standstill to 100 kmph in just under 5 seconds.

For all its generous proportions, the car is quite easy to weave through traffic. The steering is precise and the car responds with a uniform surge to dart through traffic. I know this from driving through Mumbai's rush hour at Worli and Peddar Road. There was never a hint of any cumbersomeness.

It is only on very uneven road surfaces that some road noise filters into the front cabin. But at the rear, it is isolation at its very best. When the characteristic coach-style doors softly click shut, you can have a cocoon of quiet if you wish or a rock

concert if you so please. An audio system delivering 600 watts through a 10-channel amplifier and 16 speakers can turn this car into a concert hall.

**Different strokes**  
While all this is standard, you'll rarely find two identical cars because like all previous models from Rolls-Royce, the Ghost EWB is bespoke. It is painstakingly customized for its owner. Which is why, should you want a footrest in your car, the company would probably obtain measurements for your inner leg and shoe size to get it just right. If you want a bar, they'll ask for your preferred tittle to ensure that the bar is suited to that bottle's shape and size.

These are just two examples in the myriad details that make every Rolls-Royce unique, special and a possession to cherish.



Hot wheels: The car can go from standstill to 100 kmph in under 5 seconds.



Joyride: The Ghost EWB which the author test drove through Colaba, Mumbai.

PHOTOGRAPHS BY RISHAD SAAM MEHTA