

# Social Networking & Device Manufacturers

Christopher Price  
Chief Editor, [PhoneNews.com](http://PhoneNews.com)

- Wiki as Social Networking
- Why device makers should embrace Wiki
- Hits & Misses so far
- A new Wiki platform...

# Wiki: Social Networking

- Consumer's Information Exchange
- Who's using it?
  - Most Informed Customers
  - Novice Users
  - Extra Support System

# Why Wiki?

- More informed customers
- Builds brand loyalty
  - Especially enthusiast loyalty
- They're faster, and combined, they're smarter than your support staff.
  - Use them, don't ignore them

# Why Wiki?

- Instant answers to breaking issues
- Instant response to changes
- 24/7 Support, Worldwide
- Your site, your control
- Talking to you, not to someone else

# Hits & Misses

- T-Mobile Sidekick Wiki
- HTC Americas Wiki
- PhoneNews.com Phone Encyclopedia



- On their 5th try...
- Google Ads!?
- Consumers can't contribute to pages
  - Basically, it's a message board pasted to a static page
  - PhoneNews.com did that... in 2003.



- On their 3rd try...
- Same as Sidekick, no user contribution
- Mess of a main page
  - Can't find your phone easily
- Another inefficient pseudo message board



- Using MediaWiki, Same as Wikipedia
- Users edit the pages directly
- We monitor, control the changes
- All content for a device, on one page
- More secure, faster, and popular

Tonight's second wind comes in the form of tips, tools and advice.

Grab tips, tools, advice and events at the site built for small business.

Onward Small Biz

The new  at&t  
Your world. Delivered.

## Introducing MechaWorks

Written by Christopher Price on June 14, 2008  
[General News](#)

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Today, I'm happy to announce that PhoneNews.com is now a part of [MechaWorks](#).

What is MechaWorks? It's our new parent company. Don't worry, the same great people are behind it. MechaWorks is all about allowing us to expand into new products and new areas. We're not going anywhere, but we are getting a little bigger today.

Later today, we'll be at [MobileCampSF2](#), announcing our first commercial product.

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Dashboard Widget



[Reviewed: GoMadic QuadCharge Universal Charging Station](#)

### New Releases

The newest phones to hit the street, from our [Phone Encyclopedia](#) ...



### Latest News

[Introducing MechaWorks](#)  
[LG VX9700 Dare Launch and Further Details](#)  
[Surface](#)  
[Verizon and Nokia Announce Nokia 6205 with Dark Knight Edition](#)  
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page

discussion

edit

history

delete

move



unprotect

watch

Navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Random page
- Help
- Donations

Personal Tools

-  [Hatoncat](#)
- [my talk](#)
- [my preferences](#)
- [my watchlist](#)
- [my contributions](#)
- [log out](#)
- 

Toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Printable version](#)
- [Permanent link](#)

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## Main Page

### PhoneNews.com > Encyclopedia Home

Welcome to the PhoneNews.com Phone Encyclopedia. Remember, you can edit any page on the Phone Encyclopedia to contribute new information. First, register for a free account using the button on the left panel. Then, an edit button will appear above almost all pages. You can then contribute information, tips, downloads, updates, or anything else relevant to share.

#### General Info

- [Firmware Tracker](#) - Software updates for your phone
- [Carrier Phone Numbers](#) - Direct lines to carrier departments
- [Links](#) - Directory of popular places on the web for carriers and their cell phones
- Frequently Asked Questions: [Alltel FAQ](#), [AT&T FAQ](#), [Sprint FAQ](#), [T-Mobile FAQ](#), [Verizon FAQ](#)

#### Manufacturers

- |                                |                                    |
|--------------------------------|------------------------------------|
| <a href="#">Apple</a>          | <a href="#">Nokia</a>              |
| <a href="#">Casio Hitachi</a>  | <a href="#">Palm</a>               |
| <a href="#">Danger</a>         | <a href="#">Panasonic</a>          |
| <a href="#">Firefly Mobile</a> | <a href="#">Pantech</a>            |
| <a href="#">HP</a>             | <a href="#">Research In Motion</a> |
| <a href="#">HTC</a>            | <a href="#">Samsung</a>            |
| <a href="#">i-mate</a>         | <a href="#">Sanvo</a>              |

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[page](#)

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[edit](#)

[history](#)

[delete](#)

[move](#)

[protect](#)

[watch](#)

### Navigation

- [Main Page](#)
- [Community portal](#)
- [Current events](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)
- [Donations](#)

### Personal Tools

- [Hatoncat](#)
- [my talk](#)
- [my preferences](#)
- [my watchlist](#)
- [my contributions](#)
- [log out](#)
- 

### Toolbox

- [What links here](#)
- [Related changes](#)
- [Upload file](#)
- [Special pages](#)
- [Printable version](#)
- [Permanent link](#)

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## Nokia N95-4

### Contents [hide]

- [1 Updates](#)
- [2 Downloads/Links](#)
- [3 Codes](#)
- [4 Tips/Tricks/Hacks](#)

The Nokia N95-4 features an 8GB hard drive, HSDPA packet data, quadband GSM/EDGE, dualband W-CDMA access, speakerphone, HTML browser, 5.0 megapixel camera with video capture, flash and auto focus, video output jack, media player with dedicated keypad, Bluetooth 2.0 with A2DP stereo audio support, MMS support, and larger QVGA display.

**Carriers: None**

### Updates

[\[edit\]](#)

Firmware 20.2.005 ([Nokia Update](#)

### Downloads/Links

[\[edit\]](#)

[User Guide \(PDF\)](#)

### N95-4 Specifications



#### Basics

Manufacturer	<a href="#">Nokia</a>
Networks	GSM 850/900/1800/1900, UMTS 850/1900
Data Platform	EDGE/UMTS/HSDPA
FCC ID	

#### Size & Shape

Weight	4.8 oz.
Dimensions	4.1" x 2.14" x 0.92"
Form-Factor	Slider with internal antenna

#### Power

Battery Life

# MobileWiki

- Designed for mobile device makers
  - Not a generic wiki platform, a fully managed solution
- No ads, ever.
- Faster, more reliable, tightest integration
- What users want from a wiki...

# MobileWiki

- We write every single page, for every phone you've ever sold.
- And, we're cheaper too.

# MobileWiki: Pricing

	Setup & Deployment	Managed Solution	Standalone Management
MobileWiki	Variable	\$45,000/yr	\$10,000/yr
WetPaint	\$150/hr	\$96,000/yr	\$24,000/yr

[mechaworks.com/mobilewiki](http://mechaworks.com/mobilewiki)