

T-Mobile Sidekick II

prime focus report



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T-Mobile Sidekick II is a Personal organizer with digital camera, instant messaging (chatting) and mobile phone functionality. A mobile phone plan from T-Mobile (Germany) is required to use all the features.

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Management Summary

The T-Mobile Sidekick II is an attractive PDA, digital camera and mobile phone for young people that want one device for all the services they require. The product has a limited spread worldwide and there are many alternatives on the market. The T-Mobile offering is rather expensive.

Product Background

The Sidekick II is being developed by *Danger Inc.*, USA and available through mobile network carriers in 7 countries worldwide (USA, Germany and others, but not in Switzerland).

The main audience for the Sidekick II are young people that want one device with many features and an attractive design. Most carriers bundle it with a mobile phone plan and a free e-mail account.

Innovation Level



Features

Sidekick II is a personal organizer with a mobile phone. Beside the standard PDA (Personal Digital Assistant) features like calendar, contacts, e-mail and Web browsing, it provides Instant Messaging (chatting) for *AOL® Instant Messenger* and *Yahoo!® Messenger*.

Fun aspects of the product are: Downloadable ring tones, built-in digital camera, SMS, games and Instant Messaging.

Feature Richness



Usability

Sidekick II has a small keyboard with all required keys. The screen is big enough to display simple Web pages. It incorporates all required functionalities of a PDA and mobile phone.

The menu structure is simple and effective. After short time you get used to it.

Usability



Pricing

The device costs € 460 without mobile carrier contract, but drops to € 40 to € 100 depending of the mobile phone plan you choose.

Mobile phone plans from T-Mobile (Germany) vary between € 15 and € 100 per month.

Pricing



Alternatives

Germany: HipTop from E-plus (same product)

Switzerland: *OGO* from Swisscom, without phone functionality

Worldwide: Any PDA with phone functionality and Instant Messaging

Worldwide: *Blackberry* with Instant Messaging client

Recommendation

If you like it – Buy it.

The product does not provide any additional Business feature neither is it secured for Business communications.

Privat users

