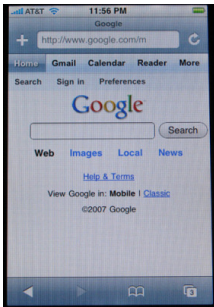


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By: Florin Troaca, Communications News Editor

The iPhone
Apple

[Google Improves Apple's iPhone](#)

In a way, at least

Yes, I know, when you see this kind of title you must think something fishy's going on. I mean, why would Google make an improvement for the upcoming [Google](#) phone direct competitor? Well, first of all, there's nothing fishy going on. And second, Google does indeed improve the iPhone, not literally, but with the release of its new Google Mobile interface for Apple's handset. iPhone owners may have seen that when accessing Google from their phone, a new website interface welcomes them. The fresh Google Mobile for iPhone doesn't come with new services or new applications, but with a new menu, allowing users to access all Google's relevant services from one place. This way, the iPhone-ish Google experience becomes easier and faster - qualities that any user appreciates. The new menu has 5 tabs, with Home being the first and providing Google's front page. The other 4 tabs are Gmail, Calendar, Reader and More (for news, docs, photos, sms, blogger, goog-411 and so on). [Facebook](#) users that visit the famous social networking website via their iPhone will notice that the new Google interface has similarities with Facebook's iPhone-customized portal that is also based on a single menu for easy and fast access. There's no surprise in Google's improvement for the iPhone version of its website, considering the fact that, since iPhone's launch, Google's [traffic](#) increased with about ten percent. Not that the Mountain View company can complain about its traffic, but an increase is invariably a good thing. This particular iPhone-related increase proves the fact that people are more and more inclined towards mobility when it comes to Internet browsing. We're waiting to see how the Google phone's release affects its traffic and what applications and services (web-related) the new phone will bring. But, until then, let's enjoy the fresh iPhone interface. If we own an iPhone, of course.