

Why on Earth Would Anyone Want a Facebook Phone?

Written by Robert Hof
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So [Facebook wants to make a smartphone](#) . Not just a nice app that it sorely lacks right now, but a piece of hardware that it supposedly will design, with the help of a half-dozen former iPhone and iPad software and hardware engineers it has hired.

As farfetched and [even crazy](#) as this may sound to those of us rubes who like to do more than just check in on [Facebook](#) with their smartphones, it's apparently a longstanding obsession of the company. That obsession was recently heightened by an [initial public offering](#) that went [less than swimmingly](#) partly because investors were [worried](#) about the company's [lack of a strategy](#) to make money from users on mobile devices. The idea, it seems, is that Facebook needs a clean mobile slate to fulfill its vision of socially infused advertising, so the only way to do that without interference from [Apple](#), [Google](#), carriers, or simply status-quo thinking by phone makers is to do its own.

SOURCE: forbes.com

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