

A Decoz® Numerology Analysis of the following expressions

**John Smith
Apple
Microsoft
IPhone
IPad
Blackberry**

by

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INTRODUCTION

Have you ever noticed how a name quite often perfectly reflects the personality of the individual named?

Advertisers certainly understand this phenomenon. It is not a coincidence that in a popular television commercial, the only person who had never tried a certain hamburger was named Herb - a somewhat geeky name in the minds of most people. Can you imagine John Wayne as Herb Wayne?

This intuitive connection we have with names and words runs very deep and is certainly persistent. When a corporation prepares to launch a new product, they put a team of copywriters, public relations experts, even psychologists, together to come up with just the right name for the product.

The Name Advisor analyzes the kind of influence a name or a number, or a combination of both, has on the human psyche. By doing so, it will help you choose the right name for a child, an adult (name change), a product, a pet, a street address, a business name, a telephone number, a car license plate, and so forth.

The Name Advisor uses 3 to 4 topics.

The Dominant Impression explains the initial and most strongly felt influence of a name.

The Vowel Vibration focuses on the vowel sounds.

The Base Vibration, which could be considered an underlying tone or rhythm, can apply to names as well as numbers - such as telephone numbers or social security numbers.

The Overview section tells you about the relationship between the different vibrations.

Although two names can easily have a similar - even identical - Dominant Impression, the chance of two names also having the same Vowel and Base vibrations is much smaller. Certainly the most important aspect to consider, is how the first three main influences fit together. The Overview, therefore, is as important, if not more important, as the other sections when considering a name. However, don't focus only on getting the highest rating of stars. Use your own analytical powers. Think about the two or three different vibrations. Do they feel suitable for the name and the person or thing you are naming? If you are starting your own accounting firm, you should look for a name that reflects dependability, trustworthiness, stability, even if that name is also described as boring and rigid. On the other hand, if you are looking for a name for a store selling camping gear and scuba diving lessons, you want a name that conveys a dynamic, risk-taking, freedom-loving nature.

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When you look at the results of names you entered - and the program subsequently examined - you need to keep a few things in mind:

Who, or what, is the name for?

There is no such thing as a perfect name. Each and every name, number, or combination of both, will have some negative as well as some positive attributes. Make the name "it" the person or thing. Don't look specifically for "money and power" or "fame and fortune." Keep in mind that when it comes to quality of life, happiness is the bottom line.

Hans Decoz
August 2001.

Results for the entry "John Smith"

Dominant Impression

Dominant Impression.

This section describes the first and dominant impression the name "John Smith" conjures up in most people.

Powerful, a conqueror, devours the weak and rules the strong. The name "John Smith" reflects money and power. It is a carnivore, a winner at all cost.

"John Smith" has the power and potential to achieve great things. Whatever the enterprise, it strives to be the best and most successful in its field. Extremely competitive and not afraid of challenges or challengers. A visionary, a realist, and a planner. Discipline and perseverance. Dynamic and efficient.

Rewards the faithful and hardworking employee, but has no tolerance for the incompetent.

"John Smith" understands the balance between giving and taking, generosity and greed. When it loses that balance, it self-destructs.

Most positive characteristics: Strength, perseverance, potential for greatness.

Most negative characteristics: Financial ups and downs. Lacks compassion. Can be self-destructive.

Vowel Vibration

The Vowel Vibration of a name enhances or decreases the impact of the Dominant Impression, and sometimes adds a completely different flavor. Read about the Vowel Vibration with the Dominant Impression in mind.

The vowels in "John Smith" add warmth, comfort, caring and loving support to the

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Dominant Impression. The vowels in this name reflect feelings of domestic security, commitment, lasting relationships, romance, responsibility, harmony, loyalty and generosity. One senses sympathy and compassion, as well as understanding and forgiveness. At the same time, the vowels can make the name "John Smith" also feel a bit stifling. To some people, "John Smith" stands for intrusion, lack of respect for one's privacy, and excessive emotions. For most people, however, "John Smith" represents a genuine desire to help others, to protect the weak, heal the sick, and comfort the old.

Base Vibration

The Base Vibration is subtler than the Vowel Vibration, but should be considered equally important.

The Base Vibration in "John Smith" is friendly and unpretentious. It is generally perceived as gentle and safe. It draws people because it makes the name "John Smith" feel warm and unthreatening. There is a feeling of caring and healing, and of patience, sympathy and compassion. The Base Vibration also adds a sense of community and of belonging. All in all, the Base Vibration seems peaceful and harmonious to most people. However, there is also a perception of vulnerability. It almost certainly will cause some people to underestimate what "John Smith"

represents.

Overview

The Dominant Vibration and the Vowel Vibration in "John Smith" though contrary, do not clash. At times they actually complement each other. 3 Stars.

The Dominant Vibration and the Base Vibration don't conflict, but don't strengthen each other either. 2 Stars.

The Vowel and Base Vibrations don't conflict, but don't strengthen each other either. 2 Stars.

Results for the entry "Apple"

Dominant Impression

Dominant Impression.

This section describes the first and dominant impression the name "Apple" conjures up in most people.

The name "Apple" induces a sense of freedom and adventure, risks and rewards, gambling and daring acts of courage. The name has passion and excitement.

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One senses that "Apple" can do anything, is extremely capable, and a true survivor. It is also highly flexible, can adapt to new circumstances quickly, and has excellent reflexes; often, important decisions are made in seconds, seemingly impulsively even. But due to sharp intuition and even sharper intelligence, those decisions are almost always right on the money. Youthful, dynamic and energetic, this name draws people who want things to be "different," and don't like the tried and proven.

Social, outgoing, something skirting the acceptable - or even pushing the envelope of what is "legal."

Most positive characteristics: Productive, dynamic, adaptable. Good at promoting self.

Most negative characteristics: Can be unorganized, scattered. Lacks direction. Needs maturity and discipline.

Vowel Vibration

The Vowel Vibration of a name enhances or decreases the impact of the Dominant Impression, and sometimes adds a completely different flavor. Read about the Vowel Vibration with the Dominant Impression in mind.

The vowels in "Apple" add warmth, comfort, caring and loving support to the Dominant Impression. The vowels in this name reflect feelings of domestic security, commitment, lasting relationships, romance, responsibility, harmony, loyalty and generosity. One senses sympathy and compassion, as well as understanding and forgiveness. At the same time, the vowels can make the name "Apple" also feel a bit stifling. To some people, "Apple" stands for intrusion, lack of respect for one's privacy, and excessive emotions.

For most people, however, "Apple" represents a genuine desire to help others, to protect the weak, heal the sick, and comfort the old.

Base Vibration

The Base Vibration is subtler than the Vowel Vibration, but should be considered equally important.

The Base Vibration in "Apple" is one of the most powerful and impressive that any set of base vibrations can produce. It reflects extraordinary drive and determination. It is ambitious, highly competitive, and ruthless in its pursuit of goals. It represents authority, leadership, and an uncompromising desire to win. This Base Vibration radiates confidence and effectiveness. The influence of the base vibrations in "Apple" will attract some of the strongest and most confident

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people, but at the same time, it will push away pretty much anyone else.

Overview

The Dominant Vibration and the Vowel Vibration in "Apple" oppose and conflict. 1 Star.

The Dominant Vibration and the Base Vibration are not per se incompatible, but their qualities are reduced as a result of their association. 0 Stars. The Vowel and Base Vibrations though contrary, do not clash. At times they actually complement each other. 3 Stars.

Results for the entry "Microsoft"

Dominant Impression

Dominant Impression.

This section describes the first and dominant impression the name "Microsoft" conjures up in most people.

The name "Microsoft" reflects drive, a pioneering spirit, leadership, independence and originality. The energy behind this name is strong and forceful and promotes an unconventional, innovative, and decisive approach. Highly focused and self-reliant, the name "Microsoft" carries with it an unmistakable "can do" attitude. It reflects confidence, energy, strength and perseverance. There is a definite sense of danger and risk-taking as well.

The name "Microsoft" does not inspire patience and sensitivity, and does not promote cooperation or a diplomatic approach to problem solving. Think of this name as a masculine, aggressive, creative force.

Most positive characteristics: Strength, originality, courage, imagination, creativity, confidence. Good for competitive, high-risk ventures.

Most negative characteristics: Pride, intolerance, excessive aggressiveness. Not good for people-oriented ventures or healing, counseling and retail businesses.

Vowel Vibration

The Vowel Vibration of a name enhances or decreases the impact of the Dominant Impression, and sometimes adds a completely different flavor. Read about the Vowel Vibration with the Dominant Impression in mind.

The vowels in "Microsoft" add joy, inspiration, creativity, and a happy-go-lucky feeling. They add light and humor to the Dominant Impression. They inspire

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enthusiasm and excitement. The vowels make "Microsoft" more energetic and dynamic. They also give one a feeling of mental and emotional balance. They certainly enhance its ability to draw people.

However, the energy the vowels in "Microsoft" reflect can also be scattered and people are not immediately convinced that it will deliver on its promises. It is short on discipline and focus.

Base Vibration

The Base Vibration is subtler than the Vowel Vibration, but should be considered equally important.

The Base Vibration in "Microsoft" radiates mystery and a search for knowledge and wisdom. There is a distinctly spiritual tone that makes people curious. It reflects intelligence, seriousness, but also independence and self-sufficiency. The base vibrations make "Microsoft" seem alien, hard to get to know, and withdrawn. To many, they also deliver a sense of aristocracy and arrogance.

The Base Vibration in "Microsoft" draws respect, even admiration. However, it does not invite people to interact.

Overview

The Dominant Vibration and the Vowel Vibration in "Microsoft" are compatible and complement each other. 4 Stars.

The Dominant Vibration and the Base Vibration are compatible and complement each other. 4 Stars.

The Vowel and Base Vibrations though contrary, do not clash. At times they actually complement each other. 3 Stars.

Results for the entry "iPhone"

Dominant Impression

Dominant Impression.

This section describes the first and dominant impression the name "iPhone" conjures up in most people.

The name "iPhone" inspires trust, confidence, and security. This name is grounded and practical, and promotes steady progress and consistent effort. "iPhone" makes one feel that everything will be taken care of; you are in good hands. Not a dreamer and lacking imagination, this name represents integrity and stability. It is comforting, a strong foundation, and the bedrock of society. It also

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reflects strong organizational skills and an eye for detail. It has a strong sense of structure. Family-oriented.

The name "iPhone" reflects a rigid, inflexible atmosphere, which, however, is good for some businesses, such as insurance, banks, accounting, and brokerage firms.

Most positive characteristics: Reliable, trustworthy. Structured and disciplined. Makes steady progress.

Most negative characteristics: Rigid. Lacks passion, creativity, and tolerance.

Vowel Vibration

The Vowel Vibration of a name enhances or decreases the impact of the Dominant Impression, and sometimes adds a completely different flavor. Read about the Vowel Vibration with the Dominant Impression in mind.

The vowels in "iPhone" add a sense of peace and harmony. They enhance a feeling of comfort, security, and a sense of refinement. The vowels also add femininity and sensitivity, romance and beauty, and considerably soften the Dominant Impression, making the name feel more gentle and harmonious. The vowels in "iPhone", however, also give the impression of weakness, fear of confrontation, and lack of confidence.

Base Vibration

The Base Vibration is subtler than the Vowel Vibration, but should be considered equally important.

The Base Vibration in "iPhone" is friendly and unpretentious. It is generally perceived as gentle and safe. It draws people because it makes the name "iPhone" feel warm and unthreatening. There is a feeling of caring and healing, and of patience, sympathy and compassion. The Base Vibration also adds a sense of community and of belonging. All in all, the Base Vibration seems peaceful and harmonious to most people. However, there is also a perception of vulnerability. It almost certainly will cause some people to underestimate what "iPhone" represents.

Overview

The Dominant Vibration and the Vowel Vibration in "iPhone" are not per se incompatible, but their qualities are reduced as a result of their association. 0 Stars. The Dominant Vibration and the Base Vibration are not per se incompatible,

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but their qualities are reduced as a result of their association. 0 Stars. The Vowel and Base Vibrations are alike. This is an advantage only if their qualities are highly suitable. In that case, 4 Stars. Otherwise 1 Star.

Results for the entry "iPad"

Dominant Impression

Dominant Impression.

This section describes the first and dominant impression the name "iPad" conjures up in most people.

The name "iPad" promotes optimism, inspiration, and enthusiasm. It feels cheerful, outgoing, and charming. This name represents self-expression and communication skills. Its upward energy is a sign of tremendous creativity and all artistic endeavors are empowered by its vibration. The name "iPad" attracts just about everyone. It carries great public relation and communication skills, and an innate ability to charm the most cynical folks. However, it lacks focus and discipline, can be a "happy-go-lucky spendthrift", and can give the impression of flightiness and instability.

Most positive characteristics: Upbeat, creative, capable communicator, inspiring, uplifting. Has sense of humor, draws creative and passionate people.

Most negative characteristics: Scattered energy, difficulty in finishing projects, unreliable.

Vowel Vibration

The Vowel Vibration of a name enhances or decreases the impact of the Dominant Impression, and sometimes adds a completely different flavor. Read about the Vowel Vibration with the Dominant Impression in mind.

The vowels in "iPad" enhance its sense of independence, strength, drive and determination. It certainly adds horsepower to the Dominant Impression. The Vowel Vibration makes the name feel more masculine and aggressive. It also conveys intelligence, innovation, inventiveness, leadership, courage, adventurism, and a taste for the unconventional. At the same time, the vowels make "iPad" seem somewhat harsh, abrupt, impatient, confrontational, and hard-headed.

Base Vibration

The Base Vibration is subtler than the Vowel Vibration, but should be considered

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equally important.

The Base Vibration in "iPad" is friendly and unpretentious. It is generally perceived

as gentle and safe. It draws people because it makes the name "IPad" feel warm and unthreatening. There is a feeling of caring and healing, and of patience, sympathy and compassion. The Base Vibration also adds a sense of community and of belonging. All in all, the Base Vibration seems peaceful and harmonious to most people. However, there is also a perception of vulnerability. It almost certainly will cause some people to underestimate what "IPad" represents.

Overview

The Dominant Vibration and the Vowel Vibration in "IPad" are compatible and strongly reinforce each other. 5 Stars.

The Dominant Vibration and the Base Vibration oppose and conflict. 1 Star.

The Vowel and Base Vibrations though contrary, do not clash. At times they actually complement each other. 3 Stars.

Results for the entry "Blackberry"

Dominant Impression

Dominant Impression.

This section describes the first and dominant impression the name "Blackberry" conjures up in most people.

"Blackberry" is a name that reflects analytical powers and a quest for knowledge and information, a search for truth and wisdom. The name "Blackberry" makes one feel like one is in the company of greatness and unconventional intelligence.

Inventive. Emotion takes a back seat to mental prowess.

The name "Blackberry" inspires study and research, open-mindedness, daring new concepts, and a devotion to discovering the unknown.

But the name "Blackberry" also gives a sense of philosophy and religious search. Here too, the path to seeking the meaning of the Divine is unconventional.

Most positive characteristics: Intelligence, depth, spirituality. Always in search of knowledge.

Most negative characteristics: Arrogant, self-centered, eccentric, introvert.

Vowel Vibration

The Vowel Vibration of a name enhances or decreases the impact of the Dominant

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Impression, and sometimes adds a completely different flavor. Read about the Vowel Vibration with the Dominant Impression in mind.

The vowels in "Blackberry" add stability and a sense of trustworthiness. They add orderliness, organizational strength, discipline, an eye for detail, focus, and the ability to stay the course no matter what. Honesty and reliability are paramount.

The Vowel Vibration in "Blackberry" adds strength to the Dominant Impression, not unlike structural braces and cables in a building. And, similarly, the vowels take away some of the flexibility, which makes the name feel more rigid and secure. However, the vowels in "Blackberry" also take some of the spark away from the name - one might even call it boring. In some cases, however, that becomes an asset, especially when predictability and routine are required.

Base Vibration

The Base Vibration is subtler than the Vowel Vibration, but should be considered equally important.

The Base Vibration in "Blackberry" is uplifting, inspiring, charming, and full of life. One senses joy and optimism. It generates a positive outlook on life. It reflects a sense of humor, wit and intelligence. The base vibrations add glamour, romance and sex appeal to the name "Blackberry".

At the same time, the energy is scattered and often superficial, producing little or no results. The name "Blackberry" inspires early success and popularity, but more is required to make them last.

However, there is also a distinct "lucky streak" that opens the door to opportunities.

Overview

The Dominant Vibration and the Vowel Vibration in "Blackberry" oppose and conflict. 1 Star.

The Dominant Vibration and the Base Vibration though contrary, do not clash. At times they actually complement each other. 3 Stars.

The Vowel and Base Vibrations oppose and conflict. 1 Star.

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