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(54) Title: METHOD AND APPARATUS FOR REDUCING POWER CONSUMPTION IN A MOBILE ELECTRONIC DEVICE

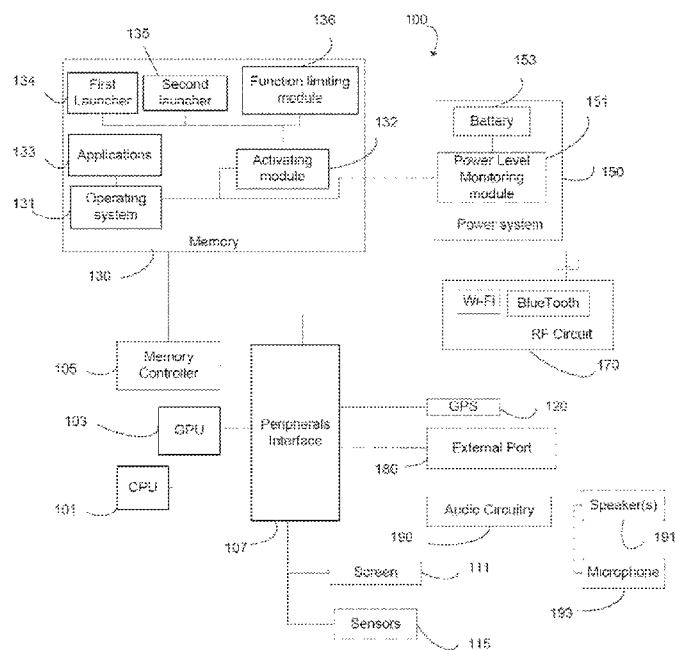


FIG. 2

(57) Abstract: Embodiments of the present invention provide methods and apparatuses for reducing power consumption for a mobile electronic device in order to extend battery life. In an embodiment, the mobile electronic device monitors a power level of the battery in the mobile electronic device, determines that the power level of the battery reaches a predetermined threshold, and based upon the determination, terminates a first launcher currently running on the mobile electronic device and activates a second launcher on the mobile electronic device. By activating the second launcher which has power saving features, the power consumption of the mobile electronic device is reduced and thus the battery life is extended while preserving the basic functions of the mobile device.