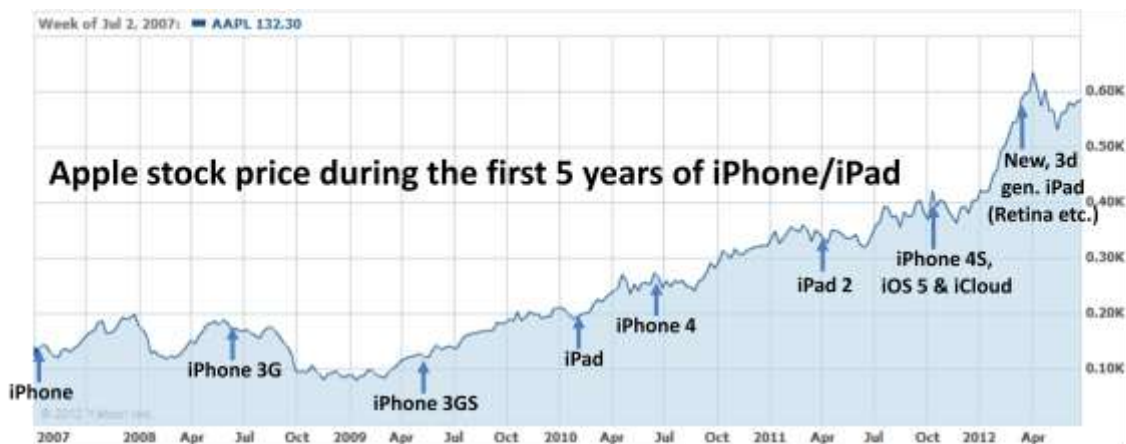# 5 years of "revolutionary" iPhone and "magical" iPad [June 29, 2012]

Apple's Consumer Computing System: 5 years of "revolutionary" iPhone and "magical" iPad [July 9, 2012]

Week of Jul 2, 2007: ■ AAPL 132.30

Apple stock price during the first 5 years of iPhone/iPad

Apple ignited the personal computer revolution with the Apple II, then reinvented the personal computer with the Macintosh. Apple continues to lead the industry with its award-winning computers, OS X operating system, and iLife, iWork and professional applications.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software.

Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market this year with its revolutionary iPhone.

Apple leads the digital music revolution with its iPods and iTunes online store. Apple [has] reinvented the mobile phone with its revolutionary iPhone and App Store, ...

... and its related self descriptions

and has recently introduced [its magical] iPad/iPad2 which is defining the future of mobile media and computing devices.

and is defining the future of mobile media and computing devices with iPad.

Carrier relationships are only partially covered by Apple (especially in this document), first with the iPhone launch as:
- [A7/1] Apple and AT&T Announce iTunes Activation and Sync for iPhone [June 26, 2007]
- [A7/2] AT&T and Apple Announce Simple, Affordable Service Plans for iPhone [June 26, 2007]
- Apple Chooses O2 as Exclusive Carrier for iPhone in UK [Sept 18, 2007]
- Apple and T-Mobile Announce Exclusive Partnership for iPhone in Germany [Sept 19, 2007]
- Apple Chooses Orange as Exclusive Carrier for iPhone in France [Oct 16, 2007]
- T-Mobile and Apple Announce Rate Plans for iPhone in Germany, Starting at Just €49 per Month [Oct 29, 2007]
- iPhone on Sale This Friday Night at Apple, O2 and Carphone Warehouse Retail Stores in the UK [Nov 6, 2007]

and then along with [A19] Apple Introduces the New iPhone 3G [June 9, 2008] as:
- América Móvil and Apple to Bring iPhone 3G to Mexico on July 11
- AT&T and Apple to Launch iPhone 3G in the US on July 11
- Bharti Airtel and Apple to Bring iPhone 3G to India
- Globe Telecom and Apple Bring iPhone 3G to Philippines
- Hutchison Telecom and Apple to bring iPhone to Hong Kong on July 11
- O2 and Apple to Launch iPhone 3G in the UK & Ireland on July 11
- Optus and Apple to Bring iPhone 3G to Australia on July 11
- Orange and Apple to Bring iPhone 3G to Austria, France, Portugal & Switzerland on July 11
- Rogers and Apple to Bring iPhone 3G to Canada on July 11
- SingTel and Apple to Bring iPhone 3G to Singapore
- Softbank and Apple to Bring iPhone 3G to Japan on July 11
- Swisscom and Apple to Bring iPhone 3G to Switzerland on July 11
- Telecom Italia and Apple to Bring iPhone 3G to Italy on July 11
- Telefónica and Apple to Bring iPhone 3G to Spain on July 11
- TeliaSonera and Apple to Bring iPhone 3G to Denmark, Finland, Norway & Sweden on July 11
- T-Mobile and Apple to Launch iPhone 3G in Austria, Germany & the Netherlands on July 11
- Vodafone and Apple to Bring iPhone 3G to Australia, Italy, New Zealand & Portugal on July 11

Product ramp-up and momentum

iPhone:
- one millionth iPhone™ yesterday, just 74 days after its introduction on June 29 [A9/1] [Sept 10, 2007]

iPhone 3G:
- more than 500 native applications will be available on the iPhone's App Store when Apple's iPhone™ 3G goes on sale tomorrow [A26] [July 10, 2008]
- one millionth iPhone™ 3G on Sunday, just three days after its launch on Friday, July 11. [A27] [July 14, 2008]
- iPhone™ and iPod® touch users have already downloaded more than 10 million applications from its groundbreaking new App Store [*in First Weekend*] since its launch late last week [A28] [July 14, 2008]
- iPhone™ and iPod® touch users have downloaded more than 100 million applications from its groundbreaking new App Store since its launch on July 11, 2008. More than 3,000 applications are currently available on the App Store, with over 90 percent priced at less than $10 and more than 600 offered for free. [A29] [Sept 9, 2008]
- customers [*in Just Nine Months*] have downloaded one billion applications from its revolutionary App Store, the largest applications store in the world....Today, the groundbreaking App Store has more than 35,000 applications available to consumers in 77 countries [A30] [April 14, 2009]

iPhone 3GS:
- over one million iPhone™ 3GS models through Sunday, June 21, the third day after its launch [A37] [June 22, 2009]
- customers have downloaded more than 1.5 billion applications in just one year from its revolutionary App Store, the largest applications store in the world. The App Store is also growing at an incredible pace with more than 65,000 apps and more than 100,000 developers in the iPhone™ Developer Program. "The App Store is like nothing the industry has ever seen before in both scale and quality," said Steve Jobs, Apple's CEO. "With 1.5 billion apps downloaded, it is going to be very hard for others to catch up." [A38] [July 14, 2009]
- more than two billion apps have been downloaded from its revolutionary App Store, the largest applications store in the world. There are now more than 85,000 apps available to the more than 50 million iPhone™ and iPod touch® customers worldwide and over 125,000 developers in Apple's iPhone Developer Program.[A40] [Sept 28, 2009]
- developers have created over 100,000 apps for the revolutionary App Store ... in 20 categories, including games, business, news, sports, health, reference and travel [A41] [Nov 4, 2009]
- more than three billion apps have been downloaded from its revolutionary App Store by iPhone® and iPod touch® users worldwide. "Three billion applications downloaded in less than 18 months—this is like nothing we've ever seen before," said Steve Jobs, Apple's CEO. "The revolutionary App Store offers iPhone and iPod touch users an experience unlike anything else available on other mobile devices, and we see no signs of the competition catching up anytime soon." [A42] [Jan 5, 2010]

iPad:
- iPad runs almost all of the over 140,000 apps on the App Store ... The iTunes® Store gives you access to the world's most popular online music, TV and movie store with a catalog of over 11 million songs, over 50,000 TV episodes and over 8,000 films including over 2,000 in stunning high definition video. [A45] [Jan 27, 2010]
- sold over 300,000 iPads [*First Day*] in the US as of midnight Saturday, April 3 ... iPad users downloaded over one million apps from Apple's App Store and over 250,000 ebooks from its iBookstore during the first day. [A48] [April 5, 2010]
- sold its one millionth iPad™ on Friday, just 28 days after its introduction on April 3. iPad users have already downloaded over 12 million apps from the App Store and over 1.5 million ebooks from the new iBookstore. "One million iPads in 28 days—that's less than half of the 74 days it took to achieve this milestone with iPhone," said Steve Jobs, Apple's CEO. "Demand continues to exceed supply and we're working hard to get this magical product into the hands of even more customers." [A50] [May 3, 2010]

- iPad™ sales have topped two million in less than 60 days since its launch on April 3. ..."Customers around the world are experiencing the magic of iPad, and seem to be loving it as much as we do," said Steve Jobs, Apple's CEO. "We appreciate their patience, and are working hard to build enough iPads for everyone." [A52] [May 31, 2010]
- sold its three millionth iPad™ yesterday, just 80 days after its introduction in the US. ... "People are loving iPad as it becomes a part of their daily lives," said Steve Jobs, Apple's CEO. "We're working hard to get this magical product into the hands of even more people around the world, including those in nine more countries next month." Developers have created over 11,000 exciting new apps for iPad that take advantage of its Multi-Touch™ user interface, large screen and high-quality graphics. iPad will run almost all of the more than 225,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®. [A53] [June 22, 2010]

iPhone 4:
- Yesterday Apple and its carrier partners took pre-orders for more than 600,000 of Apple's new iPhone 4. It was the largest number of pre-orders Apple has ever taken in a single day and was far higher than we anticipated ... [A57] [June 16, 2010]
- has sold over 1.7 million of its iPhone® 4 through Saturday, June 26, just three days after its launch on June 24. ... "This is the most successful product launch in Apple's history," said Steve Jobs, Apple's CEO. "Even so, we apologize to those customers who were turned away because we did not have enough supply." [A59] [June 28, 2010]

App Store:
- more than 500 native applications will be available on the iPhone's App Store when Apple's iPhone™ 3G goes on sale tomorrow [A26] [July 10, 2008]
- iPhone™ and iPod® touch users have downloaded more than 100 million applications from its groundbreaking new App Store since its launch on July 11, 2008. More than 3,000 applications are currently available on the App Store, with over 90 percent priced at less than $10 and more than 600 offered for free.[A29] [Sept 9, 2008]
- customers [in Just Nine Months] have downloaded one billion applications from its revolutionary App Store, the largest applications store in the world....Today, the groundbreaking App Store has more than 35,000 applications available to consumers in 77 countries [A30] [April 14, 2009]
- customers have downloaded more than 1.5 billion applications in just one year from its revolutionary App Store, the largest applications store in the world. The App Store is also growing at an incredible pace with more than 65,000 apps and more than 100,000 developers in the iPhone™ Developer Program. "The App Store is like nothing the industry has ever seen before in both scale and quality," said Steve Jobs, Apple's CEO. "With 1.5 billion apps downloaded, it is going to be very hard for others to catch up." [A38] [July 14, 2009]
- more than two billion apps have been downloaded from its revolutionary App Store, the largest applications store in the world. There are now more than 85,000 apps available to the more than 50 million iPhone™ and iPod touch® customers worldwide and over 125,000 developers in Apple's iPhone Developer Program. "The rate of App Store downloads continues to accelerate with users downloading a staggering two billion apps in just over a year, including more than half a billion apps this quarter alone," said Steve Jobs, Apple's CEO. "The App Store has reinvented what you can do with a mobile handheld device, and our users are clearly loving it." [A40] [Sept 28, 2009]
- developers have created over 100,000 apps for the revolutionary App Store, the largest applications store in the world. iPhone® and iPod touch® customers in 77 countries can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel. App Store users have downloaded well over two billion apps, continuing to make it the world's most popular applications store. "The App Store, now with over 100,000 applications available, is clearly a major differentiator for millions of iPhone and iPod touch customers around the world," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "The iPhone SDK created the first great platform for mobile applications and our customers are loving all of the amazing apps our developers are creating." [A41] Apple Announces Over 100,000 Apps Now Available on the App Store [Nov 4, 2009]
- more than three billion apps have been downloaded from its revolutionary App Store by iPhone® and iPod touch® users worldwide. "Three billion applications downloaded in less than 18 months—this is like nothing we've ever seen before," said Steve Jobs, Apple's CEO. "The revolutionary App Store offers iPhone and iPod touch users an experience unlike anything else available on other mobile devices, and we see no signs of the competition catching up anytime soon." [A42] Apple's App Store Downloads Top Three Billion [Jan 5, 2010]

- With over 250,000 apps and 6.5 billion downloads, the App Store has become the world's largest mobile application platform and App Store developers have earned over one billion dollars from the sales of their apps. [A64] [Sept 9, 2010]

- Also starting today, customers in China can access Apple's legendary App Store℠ in Simplified Chinese, with localized featured apps and charts of the most popular paid and free apps in China. The App Store offers iPhone, iPad and iPod touch users access to the world's largest catalog of apps with over 300,000 apps in 20 categories including games, business, news, sports, health, reference and travel. [A67] Apple Launches Online Store in China [Oct 26, 2010]

- more than 10 billion apps have been downloaded from its revolutionary App Store℠ by the more than 160 million iPhone®, iPod touch® and iPad™ users worldwide. … "With more than 10 billion apps downloaded in just two and a half years—a staggering seven billion apps in the last year alone—the App Store has surpassed our wildest dreams," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "The App Store has revolutionized how software is created, distributed, discovered and sold. While others try to copy the App Store, it continues to offer developers and customers the most innovative experience on the planet." The revolutionary App Store offers more than 350,000 apps to iPhone, iPod touch and iPad users in 90 countries around the world, with more than 60,000 native iPad apps available. [A71] [Jan 22, 2011]

- Apple® today announced a new subscription service available to all publishers of content-based apps on the App Store℠, including magazines, newspapers, video, music, etc. This is the same innovative digital subscription billing service that Apple recently launched with News Corp.'s "The Daily" app. Subscriptions purchased from within the App Store will be sold using the same App Store billing system that has been used to buy billions of apps and In-App Purchases. Publishers set the price and length of subscription (weekly, monthly, bi-monthly, quarterly, bi-yearly or yearly). Then with one-click, customers pick the length of subscription and are automatically charged based on their chosen length of commitment (weekly, monthly, etc.). Customers can review and manage all of their subscriptions from their personal account page, including canceling the automatic renewal of a subscription. Apple processes all payments, keeping the same 30 percent share that it does today for other In-App Purchases. "Our philosophy is simple—when Apple brings a new subscriber to the app, Apple earns a 30 percent share; when the publisher brings an existing or new subscriber to the app, the publisher keeps 100 percent and Apple earns nothing," said Steve Jobs, Apple's CEO. "All we require is that, if a publisher is making a subscription offer outside of the app, the same (or better) offer be made inside the app, so that customers can easily subscribe with one-click right in the app. We believe that this innovative subscription service will provide publishers with a brand new opportunity to expand digital access to their content onto the iPad, iPod touch and iPhone, delighting both new and existing subscribers." [A72] Apple Launches Subscriptions on the App Store [Feb 15, 2011]

- "With more than 15 million iPads sold, iPad has defined an entirely new category of mobile devices," said Steve Jobs, Apple's CEO. "While others have been scrambling to copy the first generation iPad, we're launching iPad 2, which moves the bar far ahead of the competition and will likely cause them to go back to the drawing boards yet again." [A75] Apple Launches iPad 2 [March 2, 2011]

- Apple revolutionized the app industry with the App Store, which now has more than 500,000 apps and where customers have downloaded more than 18 billion apps and continue to download more than 1 billion apps per month. "In just three years the App Store changed how people get mobile apps, and now the Mac App Store is changing the traditional PC software industry," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. [A95] [Dec 12, 2011]

- Apple® today announced that more than 25 billion apps have been downloaded from its revolutionary App Store™ by the users of the more than 315 million iPhone®, iPad® and iPod touch® devices worldwide. … "We'd like to thank our customers and developers for helping us achieve this historic milestone of 25 billion apps downloaded," said Eddy Cue, Apple's senior vice president of Internet Software and Services. "When we launched the App Store less

than four years ago, we never imagined that mobile apps would become the phenomenon they have, or that developers would create such an incredible selection of apps for iOS users." The revolutionary App Store offers more than 550,000 apps to iPhone, iPad and iPod touch users in 123 countries around the world, with more than 170,000 native iPad apps available. [A101] [March 5, 2012]

- iPad runs almost all of the over 585,000 apps available on the App Store™, including more than 200,000 native iPad apps, from a wide range of categories, including books, games, business, news, sports, health, reference and travel. [A102] Apple Launches New iPad [March 7, 2012]

iOS:

- "With more than 160 million iOS devices worldwide, including over 100 million iPhones, the growth of the iOS platform has been unprecedented," said Steve Jobs, Apple's CEO. "iOS 4.3 adds even more features to the world's most advanced mobile operating system, across three blockbuster devices—iPad, iPhone and iPod touch—providing an ecosystem that offers customers an incredibly rich experience and developers unlimited opportunities." [A74] [March 2, 2011]

- "iOS 5 has some great new features, such as Notification Center, iMessage and Newsstand and we can't wait to see what our developers do with its 1,500 new APIs," said Steve Jobs, Apple's CEO. "Perhaps iOS 5's paramount feature is that it's built to seamlessly work with iCloud in the Post PC revolution that Apple is leading." [A84] [June 6, 2011

- "Today it is a real hassle and very frustrating to keep all your information and content up-to-date across all your devices," said Steve Jobs, Apple's CEO. "iCloud keeps your important information and content up to date across all your devices. All of this happens automatically and wirelessly, and because it's integrated into our apps you don't even need to think about it—it all just works." [A85] Apple Introduces iCloud [June 6, 2011]

- iCloud stores your music, photos, apps, contacts, calendars, documents and more, keeping them up to date across all your devices. When content changes on one device, all your other devices are updated automatically and wirelessly. "iCloud is the easiest way to manage your content, because iCloud does it all for you and goes far beyond anything available today," said Eddy Cue, Apple's senior vice president of Internet Software and Services. "You don't have to think about syncing your devices, because it happens automatically, and it is free." [A91]Apple to Launch iCloud on October 12 [Oct 4, 2011]

- more than 25 million customers are already using iOS 5, the world's most advanced mobile operating system, in the first five days of its release, and more than 20 million customers have signed up for iCloud® [A93] [Oct 17, 2011]

- Apple® today previewed iOS 6, introducing over 200 new features to the world's most advanced mobile operating system, and released a beta version to iOS Developer Program members. iOS 6 will be available to iPhone®, iPad® and iPod touch® users this fall as a free software update. ... "iOS 6 continues the rapid pace of innovation that is helping Apple reinvent the phone and create the iPad category, delivering the best mobile experience available on any device," said Scott Forstall, Apple's senior vice president of iOS Software. "We can't wait for hundreds of millions of iOS users to experience the incredible new features in iOS 6 including the new Maps app, expanded Siri support, deep Facebook integration, Shared Photo Streams and the innovative new Passbook app." [A107] [June 11, 2012]

iPad 2:

- "While competitors are still struggling to catch up with our first iPad, we've changed the game again with iPad 2," said Steve Jobs, Apple's CEO. "We're experiencing amazing demand for iPad 2 in the US, and customers around the world have told us they can't wait to get their hands on it. We appreciate everyone's patience and we are working hard to build enough iPads for everyone." [A77] iPad 2 Arrives in 25 More Countries This Friday [March 22, 2011]

iPhone 4S:

- Apple® today announced pre-orders of its iPhone® 4S have topped one million in a single day, surpassing the previous single day pre-order record of 600,000 held by iPhone 4. [A92] [Oct 10, 2011]

- has sold over four million of its new iPhone® 4S, just three days after its launch on October 14. In addition, more than 25 million customers are already using iOS 5, the world's most advanced mobile operating system, in the first

five days of its release, and more than 20 million customers have signed up for iCloud®, a breakthrough set of free cloud services that automatically and wirelessly store your content in iCloud and push it to all your devices. … "iPhone 4S is off to a great start with more than four million sold in its first weekend—the most ever for a phone and more than double the iPhone 4 launch during its first three days," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "iPhone 4S is a hit with customers around the world, and together with iOS 5 and iCloud, is the best iPhone ever." [A93] [Oct 17, 2011]

Mac App Store:

- over 100 million apps have been downloaded from the Mac® App Store™ in less than one year. With thousands of free and paid apps, the Mac App Store brings the App Store experience to the Mac so you can find great new apps, buy them using your iTunes® account, and download and install them in just one step. … said Philip Schiller, Apple's senior vice president of Worldwide Marketing: "With more than 100 million downloads in less than a year, the Mac App Store is the largest and fastest growing PC software store in the world." [A95] [Dec 12, 2011]

New, 3d generation iPad (Retina etc.):

- has sold three million of its incredible new iPad®, since its launch on Friday, March 16. …"The new iPad is a blockbuster with three million sold—the strongest iPad launch yet," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "Customers are loving the incredible new features of iPad, including the stunning Retina display, and we can't wait to get it into the hands of even more customers around the world this Friday." [A105] [March 19, 2012]

The strongly related iTunes Store momentum during these 5 years

[A1] Apple Reinvents the Phone with iPhone [Jan 9, 2007]: The iTunes Store now offers over 350 television shows, over 250 feature films and over 5,000 music videos.

[A3] 100 Million iPods Sold [April 9, 2007]

Apple® today announced that the 100 millionth iPod® has been sold, making the iPod the fastest selling music player in history. The first iPod was sold five and a half years ago, in November 2001, and since then Apple has introduced more than 10 new iPod models, including five generations of iPod, two generations of iPod mini, two generations of iPod nano and two generations of iPod shuffle. Along with iTunes® and the iTunes online music store, the iPod has transformed how tens of millions of music lovers acquire, manage and listen to their music.

"At this historic milestone, we want to thank music lovers everywhere for making iPod such an incredible success," said Steve Jobs, Apple's CEO. "iPod has helped millions of people around the world rekindle their passion for music, and we're thrilled to be a part of that."

"It's hard to remember what I did before the iPod," said Mary J. Blige, GRAMMY Award-winning singer. "iPod is more than just a music player, it's an extension of your personality and a great way to take your favorite music with you everywhere you go."

"Without the iPod, the digital music age would have been defined by files and folders instead of songs and albums," said John Mayer, GRAMMY Award-winning singer-songwriter and guitarist. "Though the medium of music has changed, the iPod experience has kept the spirit of what it means to be a music lover alive."

The iPod has also sparked an unprecedented ecosystem of over 4,000 accessories made specifically for the iPod that range from fashionable cases to speaker systems, and more than 70 percent of 2007-model US automobiles currently offer iPod connectivity.

"I take my running shoes and my iPod with me everywhere," said Lance Armstrong, seven-time Tour de France champion. "I listen to music when I run. Having my music with me is really motivating."

Every iPod features seamless integration with iTunes 7. The iTunes Store (www.itunes.com) features the world's largest catalog with over five million songs, 350 television shows and over 400 movies. The iTunes Store has sold over 2.5 billion songs, 50 million TV shows and over 1.3 million movies, making it the world's most popular online music, TV and movie store.

[A9/2]   iTunes Store Tops Three Billion Songs [July 31, 2007] Apple® today announced that more than three billion songs have been purchased and downloaded from the iTunes® Store (www.itunes.com). iTunes is the world's most popular online music, TV and movie store featuring a catalog of over five million songs, 550 television shows and 500 movies. iTunes recently surpassed Amazon and Target to become the third largest music retailer in the US.*

*Based on data from market research firm the NPD Group's MusicWatch survey, which captures consumer reported past week unit purchases equivalized so that one CD equals 12 tracks, excluding wireless transactions.

[A10] Apple Announces Hit Television Programming Now Available on the iTunes Store in the UK [Aug 29, 2007]
The Walt Disney Company's ABC Studios & Disney Channel, MTV, Nickelodeon & Paramount Comedy Offer Wide Range of Programs on iTunes

Apple® today announced that hit television programming from ABC Studios, Disney Channel, MTV, Nickelodeon and Paramount Comedy is now available for £1.89 an episode from the iTunes® Store in the UK (www.apple.com/uk/itunes/). iTunes customers can choose from a wide range of popular primetime programming including the Emmy Award-winning series "Lost," "Desperate Housewives," "Grey's Anatomy," "Ugly Betty" and locally-produced UK series such as MTV's "Barrio 19," Nickelodeon's "Genie in the House" and Paramount Comedy's "Comedy Blue." The iTunes Store in the UK currently offers 28 television programs for purchase and download which can be viewed on a PC or Mac®, fifth generation iPod®, or on a widescreen TV with Apple TV™.

"We're thrilled to bring TV programming to the iTunes Store in the UK," said Eddy Cue, Apple's vice president of iTunes. "We've got 28 shows and expect to continue to add more great programming."

[A11] Apple Unveils the iTunes Wi-Fi Music Store [Sept 5, 2007]
Wireless Music Downloads Directly to iPod touch & iPhone
Custom Ringtone Maker Now Built into iTunes

Apple® today unveiled the iTunes® Wi-Fi Music Store, offering music fans the ability to browse, search, preview, purchase and download songs and albums from the iTunes Music Store over a Wi-Fi network directly onto their iPod® touch or iPhone™. With the iTunes Wi-Fi Music Store, music fans can start enjoying their music purchases immediately on their iPod touch or iPhone with no computer required. Once they connect their iPod touch or iPhone back to their PC or Mac®, downloaded music will automatically sync back into their iTunes library. If users have only partially downloaded a song or album onto their iPod touch or iPhone, their computer will complete the download automatically. Prices and selection on the iTunes Wi-Fi Music Store are the same as on the regular iTunes Store.

"The iTunes Wi-Fi Music Store is really fun—you can browse, search, freely preview, buy and instantly download music right onto your iPod touch or iPhone," said Steve Jobs, Apple's CEO. "Innovative products like this keep iTunes at the forefront of the digital music revolution."

In addition, iTunes customers will now be able to create custom ringtones by selecting up to a 30-second segment from over a million participating songs on iTunes and easily sync them onto their iPhone. Once a customer has purchased a participating song from iTunes, including previously purchased participating songs, it will only cost 99 cents to make up to a 30-second segment of that song into a ringtone and easily sync it onto their iPhone. Customers can personalize their ringtones by choosing which portion of the song they want to use, and setting custom fade in

and fade out points. iPhone users can assign a custom ringtone to be their default ringtone and they can also assign them to individual callers in their address book. Customers still have full use of the originally purchased song.

Apple today also released the next generation of the world's most popular music and video jukebox, iTunes 7.4, now available as a free download at www.iTunes.com. iTunes 7.4 includes a larger viewing area for movies and TV, filling the entire iTunes window for a richer, seamless video playback experience that looks better than ever. You can now rate entire albums as well as individual songs.

The iTunes Store is the world's most popular online music, TV and movie store and has become the number three music retailer in the US, surpassing both Amazon and Target.* The iTunes Store features the world's largest catalog with over six million songs, 550 television shows and over 500 movies and has sold over three billion songs, 100 million TV shows and over two million movies.

[A12] iTunes Plus Now Offers Over Two Million Tracks at Just 99 Cents [Oct 17, 2007]
DRM-Free Tracks with Higher Quality 256 kbps AAC Encoding

Apple® today announced that it has expanded its iTunes® Plus offering to over two million tracks and lowered the price of all iTunes Plus tracks to just 99 cents. All iTunes Plus tracks feature DRM-free music with high quality 256 kbps AAC encoding for audio quality virtually indistinguishable from the original recordings (www.itunes.com). The iTunes Plus catalog is now the largest DRM-free catalog in the world, and includes artists from Sub Pop, Nettwerk, IODA, The Orchard and many others, along with EMI's digital catalog.

"iTunes Plus has been incredibly popular with our customers and now we're making it available at an even more affordable price," said Eddy Cue, Apple's vice president of iTunes. "We're adding over two million tracks from key independent labels in addition to EMI's digital catalog and look forward to even more labels and artists making their music available on iTunes Plus."

EMI began offering their catalog on iTunes Plus earlier this year, and their impressive selection has grown to include singles and albums from the Rolling Stones, Pink Floyd, Norah Jones, Frank Sinatra and the solo catalogs of all four Beatles.

With the expansion of iTunes Plus, customers can now download tracks from a variety of labels without limitations on the type of music player or number of computers that purchased songs can be played on. iTunes Plus songs purchased from the iTunes Store will play on all iPods, iPhone™, Windows or Mac® computers, widescreen TVs with Apple TV™, as well as many other digital music players.

[A21] iTunes Now Number Two Music Retailer in the US [Feb 28, 2008]
iTunes Customers Top 50 Million

Apple® today announced that iTunes® (www.itunes.com) is now the number two music retailer in the US, behind only Wal-Mart, based on the latest data from the NPD Group*. Apple also announced that there are now over 50 million iTunes Store customers. iTunes has sold over four billion songs, with an incredible 20 million songs sold on Christmas Day 2007 alone, and offers the world's largest music catalog of over six million songs from all of the major and thousands of independent labels.

"We'd like to thank the over 50 million music lovers who have helped the iTunes Store reach this incredible milestone," said Eddy Cue, Apple's vice president of iTunes. "We continue to add great new features like iTunes Movie Rentals to give our customers even more reason to love iTunes."

Last month, Apple launched iTunes Movie Rentals featuring movies from all of the major movie studios including 20th Century Fox, The Walt Disney Studios, Warner Bros., Paramount, Universal Studios Home Entertainment, Sony Pictures Entertainment, Metro-Goldwyn-Mayer (MGM), Lionsgate and New Line Cinema. Users can rent movies and

watch them on their PCs or Macs, all current generation iPods**, iPhone™ and on a widescreen TV with Apple TV®. iTunes Movie Rentals will offer over 1,000 titles by the end of this month, including over 100 titles in stunning high definition video with 5.1 Dolby Digital surround sound which users can rent directly from their widescreen TV using Apple TV.

iTunes 7.6 is available as a free download at www.itunes.com. iTunes Movie Rentals are available in the US only and are $2.99 (US) for library titles and $3.99 (US) for new releases, and high definition versions are priced just one dollar more with library titles at $3.99 (US) and new releases at $4.99 (US). Movie rentals from the iTunes Store for Mac® or Windows require iTunes 7.6. iTunes Movie Rentals require a valid credit card with a billing address in the country of purchase.

*Based on data from market research firm the NPD Group's MusicWatch survey that captures consumer reported past week unit purchases and counts one CD representing 12 tracks, excluding wireless transactions. The iTunes Music Store became the second-largest music retailer in the US after Wal-Mart, based on the amount of music sold during 2007.

**Movie rentals work on iPod® classic, iPod nano with video and iPod touch.

[A22] Apple Premieres Movies on the iTunes Store in the UK [June 4, 2008]

Apple® today announced that movies from major film studios including 20th Century Fox, The Walt Disney Studios, Paramount Pictures, Warner Bros. Entertainment, Metro-Goldwyn-Mayer Studios Inc. (MGM), Sony Pictures Television International and Lionsgate UK are now available on the iTunes® Store in the UK (www.apple.com/uk/itunes). Movie purchases and rentals feature iTunes' legendary ease of use, which makes discovering and enjoying movies as simple and easy as buying music on iTunes has always been. The iTunes Store in the UK features over 700 films available for rent or purchase, with titles available for purchase on the same day as their DVD release, including favorites such as "Hitman," "I Am Legend," "National Treasure 2: Book of Secrets" and "Into the Wild." iTunes Movie Rentals also features over 100 titles available in stunning high definition, perfect for viewing on a widescreen TV with Apple TV®.

"We're kicking off movies on the iTunes Store in the UK with over 700 films for purchase and rent," said Eddy Cue, Apple's vice president of iTunes. "We think customers in the UK are going to love being able to enjoy their favorite movies on their iPod, iPhone or on a widescreen TV with Apple TV."

The iTunes Store is the world's most popular online music, TV and movie store. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting directory, iMix playlist sharing, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod® and iPhone™, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

With iTunes Movie Rentals, once a movie is rented, it starts downloading from the iTunes Store directly to iTunes or Apple TV, and users with a fast Internet connection can start viewing the movie in seconds. Customers have up to 30 days to start watching it, and once a movie has been started customers have 48 hours to finish it—or watch it multiple times.

[A23] Award-Winning Television Programming Now Available on the iTunes Store in Germany [April 2, 2008]
Programs from Germany's Top Networks & Hit US Shows Now Available on iTunes

Apple® today announced that hit television programming from Germany's top networks, including ProSieben, Sat.1, ZDF Enterprises, Brainpool and US broadcasters ABC Studios and MTV Networks is now available from the iTunes® Store in Germany (www.itunes.de). iTunes customers can choose from a wide range of award-winning primetime programming including "Stromberg," "Tramitz and Friends," "Switch!," "Shaolin Wuzang" and "Kaya Yanar-Made In

Germany," as well as the Emmy Award-winning US programs "Lost," "Desperate Housewives," "Grey's Anatomy" and "South Park."

"iTunes is the world's most popular online music and TV store with over four billion songs and 125 million TV episodes sold," said Eddy Cue, Apple's vice president of iTunes. "We're off to a great start with over 35 TV shows available on the iTunes Store in Germany."

Television shows purchased and downloaded from the iTunes Store can be viewed on a Mac® or PC, iPod® nano with video, iPod classic, iPod touch, fifth generation iPod, iPhone™ or on a widescreen TV with Apple TV®. Television shows are priced at €1.99 and €2.49 per episode. Television programming on the iTunes Store in Germany includes favorites such as:

- ProSieben's Deutscher Comedypreis-winning comedy "Switch!," "Tramitz and Friends;"
- Sat.1 comedy show "Zack! Comedy nach Maß" and action-drama "GSG9;"
- ZDF Enterprises' kids animation "Shaolin Wuzang" and documentary "Update 2057 - Unser Leben in der Zukunft;"
- ABC dramas "Lost," "Grey's Anatomy," "Desperate Housewives" and "Criminal Minds;"
- MTV Networks hits "South Park," "SpongeBob SquarePants" and "Avatar: The Legend of Aang;" and
- Brainpool's Deutscher Fernsehpreis-winning comedy programs "Stromberg" and "Dr. Psycho" and comedy program "Kaya Yanar-Made In Germany."

[A24] HBO & Apple Bring Critically Acclaimed Television Programming to the iTunes Store [May 13, 2008]
Favorites Including "The Sopranos" and "Sex and the City" Now Available on iTunes

HBO and Apple® today announced that programming from HBO is now available for purchase and download on the iTunes® Store (www.itunes.com). New HBO programs on iTunes include the Emmy Award-winning programs "The Sopranos," "Sex and the City," "Deadwood" and "Rome," as well as the critically acclaimed hits "Flight of the Conchords" and "The Wire." The iTunes Store is the world's most popular online TV store with over 150 million episodes sold and features the world's largest catalog with over 800 shows (over 20,000 episodes).

"We're very excited to make these legendary HBO programs available on the iTunes Store," said Henry McGee, president of HBO Video. "Whether catching up on 'Sex and the City' in anticipation of its upcoming movie release or reliving a favorite 'Sopranos' episode, we think viewers will love being able to watch these shows on their iPod or iPhone."

"We're thrilled to bring this incredible lineup of programming from HBO to the iTunes Store," said Eddy Cue, Apple's vice president of iTunes. "These are some of the most talked about television shows ever, as well as some of the most requested by our customers."

"Sex and the City: The Movie" premieres in theaters on May 30, and in preparation for the movie's debut, fans can choose any or all 94 episodes from the entire six seasons of the program.

Television shows purchased and downloaded from the iTunes Store can be viewed on a Mac® or PC, iPod® nano with video, iPod classic, iPod touch, fifth generation iPod, iPhone™ or on a widescreen TV with Apple TV®. "Sex and the City," "The Wire" and "Flight of the Conchords" are $1.99 per episode, and "The Sopranos," "Deadwood" and "Rome" are priced at $2.99 per episode. iTunes customers can also choose to purchase entire seasons of their favorite programs.

[A25] iTunes Store Tops Over Five Billion Songs Sold [June 19, 2008]
Apple Renting & Selling Over 50,000 Movies Per Day

Apple® today announced that music fans have purchased and downloaded over five billion songs from the iTunes® Store (www.itunes.com). iTunes is the number one music retailer in the US* and features the largest music catalog with over eight million songs. Also, iTunes customers are now renting and purchasing over 50,000 movies every day, making iTunes the world's most popular online movie store.

iTunes features movies from all of the major movie studios including 20th Century Fox, The Walt Disney Studios, Warner Bros., Paramount, Universal Studios Home Entertainment, Sony Pictures Entertainment, Metro-Goldwyn-Mayer (MGM), Lionsgate and New Line Cinema. Users can rent movies and watch them on their Macs or PCs, all current generation iPods**, iPhone™ and on a widescreen TV with Apple TV®. iTunes Store customers can also purchase new movie releases from major film studios and premier independent studios on the same day as their DVD release.

The iTunes Store is the world's most popular online music, TV and movie store with a catalog of over eight million songs, over 20,000 TV episodes and over 2,000 films including over 350 in stunning high definition video. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, iMix playlist sharing, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod® and iPhone, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

*Based on data from market research firm the NPD Group's MusicWatch survey that captures consumer reported past week unit purchases and counts one CD representing 12 tracks, excluding wireless transactions. The iTunes Store became the largest music retailer in the US based on the amount of music sold during January and February 2008.

**Movie rentals work on iPod classic, iPod nano with video and iPod touch.

[A31] Changes Coming to the iTunes Store [Jan 6, 2009]

- All Songs DRM-Free
- Users Can Download Songs Directly Onto iPhone 3G Over Their 3G Network for the Same Price
- In April 2009, Songs on iTunes Will be Available at Three Price Points

Apple® today announced several changes to the iTunes® Store (www.itunes.com). Beginning today, all four major music labels—Universal Music Group, Sony BMG, Warner Music Group and EMI, along with thousands of independent labels, are now offering their music in iTunes Plus, Apple's DRM-free format with higher-quality 256 kbps AAC encoding for audio quality virtually indistinguishable from the original recordings. iTunes customers can also choose to download their favorite songs from the world's largest music catalog directly onto their iPhone™ 3G over their 3G network just as they do with Wi-Fi today, for the same price as downloading to their computer. And beginning in April, based on what the music labels charge Apple, songs on iTunes will be available at one of three price points: 69 cents, 99 cents and $1.29, with most albums still priced at $9.99.

"We are thrilled to be able to offer our iTunes customers DRM-free iTunes Plus songs in high quality audio and our iPhone 3G customers the ability to download music from iTunes anytime, anywhere over their 3G network at the same price as downloading to your computer or via Wi-Fi," said Steve Jobs, Apple's CEO. "And in April, based on what the music labels charge Apple, songs on iTunes will be available at one of three price points—69 cents, 99 cents and $1.29—with many more songs priced at 69 cents than $1.29."

iTunes offers customers a simple, one-click option to easily upgrade their entire library of previously purchased songs to the higher quality DRM-free iTunes Plus format for just 30 cents per song or 30 percent of the album price.

The iTunes Store will begin offering eight million of its 10 million songs in Apple's DRM-free format, iTunes Plus, today with the remaining two million songs offered in iTunes Plus by the end of March.

iPhone 3G users can now preview and purchase the entire iTunes Store music catalog on their iPhone 3G over their 3G network, just as they do with Wi-Fi today, for the same price and in the same high quality format. Songs purchased on an iPhone will automatically sync to a user's computer the next time they sync their iPhone.

The iTunes Store is the world's most popular online music, TV and movie store with a catalog of over 10 million songs, over 30,000 TV episodes and over 2,500 films including over 600 in stunning high definition video. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod® and iPhone, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

[A32] Movie Fans Can Buy & Rent Films in High Definition on the iTunes Store [March 19, 2009]
Box Office Favorites Including "Quantum of Solace" & "Twilight" Available in Stunning HD

Apple® today announced that iTunes® customers can purchase and rent box office favorites including "Quantum of Solace" and "Twilight" in stunning HD on the iTunes Store (www.itunes.com). Starting today, movie fans can purchase box office blockbusters for download in HD for $19.99 from iTunes, and films will be available as iTunes Movie Rentals in HD for $4.99 within 30 days after release. Customers can enjoy these films in HD on their Mac® or PC and on their widescreen TV with Apple TV®, as well as in standard definition on their iPhone™ or iPod® with video. The iTunes Store is the world's most popular online TV and movie store, with over 250 million TV episodes purchased and over 33 million movies purchased and rented.

"Movie fans are going to love being able to buy and rent films including 'Quantum of Solace' and 'Twilight' in stunning HD from the iTunes Store," said Eddy Cue, Apple's vice president of Internet Services. "Customers have made HD content on iTunes a hit, with over 50 percent of TV programming being purchased in HD when available."

Starting today, iTunes customers can pre-order "Quantum of Solace" which will be downloaded to their computer on March 24, and the smash hit thriller "Twilight" will be available on March 21. iTunes customers can purchase "Transporter 3," "Punisher: War Zone" and other select titles in HD today, and the action/comedy "The Spirit" will be available on April 14. The iTunes Movie Store will be adding more HD movies soon and customers can view the latest offerings at www.itunes.com/movies/hd.

The iTunes Store is the world's most popular online music, TV and movie store with a catalog of over 10 million songs, over 40,000 TV episodes, and over 5,000 movies including over 1,200 in stunning high definition video for rent. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod and iPhone, the iTunes Store is the best way for Mac and PC users to legally discover, purchase and download music and video online.

[A33] Apple Premieres Movies on the iTunes Store in Germany [April 16, 2009]
Movie Fans Can Now Buy & Rent Films on the iTunes Store

Apple® today announced that movies from major film studios including Paramount Pictures, Warner Bros. Pictures, Metro-Goldwyn-Mayer Studios Inc. (MGM), The Walt Disney Studios, Sony Pictures Television and independents including Universum and Shorts International are now available on the iTunes® Store in Germany for purchase and rent (www.itunes.de). Making its debut with over 500 Hollywood and German films, the iTunes Store offers favorites including "Quantum Of Solace," "The Dark Knight," "Pineapple Express," "High School Musical 3: Senior Year," "Eagle Eye," "Die Fälscher," "Keinohrhasen" and "Aimee & Jaguar."

The iTunes Store in Germany features iTunes' legendary ease of use, which makes discovering and enjoying movies as simple and easy as buying music on iTunes has always been. Movies are available for purchase on the iTunes Store on the same day as their DVD release, and can be viewed on an iPod® with video, iPhone™, Mac® or PC or on a widescreen TV with Apple TV®.

With iTunes Movie Rentals, once a movie is rented, it starts downloading from the iTunes Store directly to iTunes or Apple TV, and users with a fast Internet connection can start viewing the movie in seconds. Customers have up to 30 days to start watching it, and once a movie has been started customers have 48 hours to finish it—or watch it multiple times. iTunes Movie Rentals also features over 100 titles available in stunning high definition, perfect for viewing on a widescreen TV with Apple TV.

With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod and iPhone, the iTunes Store is the best way for Mac and PC users to legally discover, purchase and download music and video online.

[A63] iTunes U Downloads Top 300 Million [Aug 24, 2010]

In just over three years, iTunes® U downloads have topped 300 million and it has become one of the world's most popular online educational catalogs. Over 800 universities throughout the world have active iTunes U sites, and nearly half of these institutions distribute their content publicly on the iTunes Store®. New content has just been added from universities in China, Hong Kong, Japan, Mexico and Singapore, and iTunes users now have access to over 350,000 audio and video files from educational institutions around the globe.

"iTunes U makes it easy for people to discover and learn with content from many of the world's top institutions," said Eddy Cue, Apple's vice president of Internet Services. "With such a wide selection of educational material, we're providing iTunes users with an incredible way to learn on their computer, iPhone, iPod or iPad."

Created in collaboration with colleges and universities, iTunes U makes it easy to extend learning, explore interests or learn more about a school. A dedicated area within the iTunes Store (www.iTunes.com), iTunes U offers users public access to content from world class institutions such as Harvard, MIT, Cambridge, Oxford, University of Melbourne and Université de Montréal. iTunes U gives anyone the chance to experience university courses, lab demonstrations, sports highlights, campus tours and special lectures. All iTunes U content is free and can be enjoyed on a Mac® or PC, or wirelessly downloaded directly onto an iPhone®, iPod touch® and iPad™.

[A68] Apple Premieres Movies on the iTunes Store in Japan [Nov 11, 2010]

Apple® today announced that movies are now available on the iTunes Store® in Japan giving customers an incredible way to enjoy movies on their iPhone®, iPad™, iPod touch®, Mac® or PC, or with the new Apple TV® on their HD TV. Starting today, there are over 1,000 movies to rent or buy in high definition and standard definition from major international film studios including 20th Century Fox, Paramount Pictures, The Walt Disney Studios, Warner Bros. Pictures, Universal Pictures and top Japanese studios including Asmik Ace Entertainment Inc., Fuji TV, Kadakowa Pictures, Nikkatsu, Shochiku Company Limited and Toei Company Limited.

With iTunes' legendary ease of use, discovering and watching movies is as simple and easy as buying music on iTunes® has always been. Movie fans can choose from many top-rated movies in Japan, including Hollywood blockbusters such as "Toy Story 3" and "Sex and the City 2," as well as Japanese favorites including "Ototo," "Gekijôban Kamen Raidâ Dikeido: Ôru Raidâ tai Daishokkâ" and "Odoru Daisousasen THE MOVIE 2."

With iTunes Movie Rentals, once a movie is rented, it starts downloading from the iTunes Store directly to iTunes or Apple TV, and users with a fast Internet connection can start viewing the movie in seconds. Customers have up to 30

days to start watching their movie, and once a movie has been started customers have 48 hours to finish it—or watch it multiple times. In addition to renting movies on the iTunes Store, many movies are available to purchase in HD and SD.

The new Apple TV started shipping in Japan this week and offers the simplest way to watch HD movies on an HD TV and users can also enjoy millions of YouTube videos, more than 200,000 podcasts, 4,000 Internet radio stations and personal photos from MobileMe℠ and Flickr, while music, videos and photos can be streamed from Macs and PCs. Users can control Apple TV with their iPhone, iPad or iPod touch using the Remote app, available now as a free download on the App Store℠, or with the upcoming availability of AirPlay® users will be able to stream music, photos and video from their iPhone, iPad and iPod touch directly to Apple TV.

[A96] Apple Launches iTunes Store in Brazil & Latin America [Dec 13, 2011]

Apple® today announced the launch of the iTunes Store® in Brazil (www.itunes.com/brazil) with an incredible selection of Brazilian and international music from all the major labels and thousands of independent labels. Launching with a catalog of over 20 million songs, the iTunes Store in Brazil features local artists including Ivete Sangalo, Marisa Monte and the digital debut of Roberto Carlos' catalog, available to purchase and download along with a wide range of international artists including the Beatles, Rihanna, Coldplay and thousands more. With most songs priced at 99 cents and most albums at $9.99, the iTunes Store in Brazil is the best way for iPad®, iPhone®, iPod®, Mac® and PC users to legally discover, purchase and download music online.

The iTunes Store in Brazil offers over a thousand movies to rent or purchase, with many in stunning HD, from major studios including 20th Century Fox, Paramount Pictures, Sony Pictures Home Entertainment, Universal Pictures, The Walt Disney Studios and Warner Bros. Pictures. The iTunes Store in Brazil now joins the revolutionary App Store™, which offers more than 500,000 apps to consumers in 123 countries, reaching hundreds of millions of iPad, iPhone and iPod touch® users around the world. Customers have downloaded more than 18 billion apps to date.

Apple is also bringing the iTunes Store to 15 additional Latin American countries including Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru and Venezuela.

The iTunes Store in Brazil and Latin America offer music from major labels EMI Music, Sony Music Entertainment, Universal Music Group and Warner Music, and thousands of independent labels. All music on iTunes® comes in iTunes Plus®, Apple's DRM-free format with high-quality 256 kbps AAC encoding for audio quality virtually indistinguishable from the original recordings.

iTunes in the Cloud lets you download your previously purchased iTunes music to all your iOS devices at no additional cost, and new music purchases can be downloaded automatically to all your devices. In addition, music not purchased from iTunes can gain the same benefits by using iTunes Match℠, a new service that upgrades your music to iTunes Plus when matched to the over 20 million songs in the iTunes Store catalog. iTunes in the Cloud is available today for free in Brazil and Latin America and iTunes Match is available today for a $24.99 annual fee in Brazil.

[A98] Apple Unveils All-New iTunes U App for iPad, iPhone & iPod touch [Jan 19, 2012]
Entire Courses from Top Universities Now Available in One App

Apple® today announced an all-new iTunes® U app, giving educators and students everything they need on their iPad®, iPhone® and iPod touch® to teach and take entire courses. The all-new iTunes U app lets teachers create and manage courses including essential components such as lectures, assignments, books, quizzes and syllabuses and offer them to millions of iOS users around the world. The iTunes U app gives iOS users access to the world's largest catalog of free educational content from top universities including Cambridge, Duke, Harvard, Oxford and Stanford,

and starting today any K-12 school district can offer full courses through the iTunes U app. iTunes U has already become an incredibly popular learning tool for students with over 700 million downloads.

"The all-new iTunes U app enables students anywhere to tap into entire courses from the world's most prestigious universities," said Eddy Cue, Apple's senior vice president of Internet Software and Services. "Never before have educators been able to offer their full courses in such an innovative way, allowing anyone who's interested in a particular topic to learn from anywhere in the world, not just the classroom."

Prior to iTunes U, only students in the classroom at that time had access to educational content from top universities. With the iTunes U app for iPad, iPhone and iPod touch, those barriers no longer exist. Students anywhere can take an entire course with complete access to all course materials right at their fingertips. With the iTunes U app, students are able to access new books right from within the app, and any notes taken in iBooks® are consolidated for easy reviewing. In addition to reading books, viewing presentations, lectures and assignment lists, students can receive push notifications so they always have the latest class information.* The iTunes U app is available today as a free download from the App Store™.

Educators can quickly and easily create, manage and share their courses, quizzes and handouts through a web-based tool and utilize content and links from the iTunes U app, the Internet, iBookstore℠ or the App Store as part of their curriculum. They can also upload and distribute their own documents such as Keynote®, Pages®, Numbers® or books made with iBooks Author.
*Some content is available only for iPad.

[A103] Apple Brings 1080p High Definition to New Apple TV [March 7, 2012]
New Apple TV Features iTunes Movies and TV Shows, Netflix, Photos & More in HD

Apple® today announced the new Apple TV® featuring 1080p programming including iTunes® movies and TV shows, Netflix, Vimeo, photos and more in HD. With iTunes in the Cloud, customers can purchase and play their favorite movies and TV shows from the iTunes Store® and watch them instantly on their HD TV. The new Apple TV features a simpler, refined user interface making it easier than ever to access your purchased movies, TV shows and music with iTunes Match℠ right from iCloud®. With AirPlay®, users can stream or mirror their favorite content from their iPad® or iPhone® 4S to Apple TV.

"People are going to love streaming movies and TV shows in 1080p with the new Apple TV, and photos look beautiful displayed at the maximum resolution of your TV," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "Apple TV is easier than ever to use with its new icon-based interface and the ability to access your purchased movies, TV shows and music right from iCloud."

Apple TV users can choose from an incredible selection of programming including over 15,000 movies and over 90,000 TV episodes on the iTunes Store. Apple TV also offers great content from Netflix's streaming catalog, live sports from MLB, NBA and NHL as well as Internet content from Vimeo, YouTube and Flickr.*

With iCloud, you can buy movies and TV shows on Apple TV and watch them on your iPhone, iPad, iPod touch®, Mac® or PC. iCloud also stores photos and pushes them wirelessly to all your devices including your HD TV via Apple TV. iCloud provides an incredibly easy way to get instant access to all of your content, no matter which device is being used.

iPhone, iPad and iPod touch users can use AirPlay to stream music, photos and videos from their devices directly to their HD TV with Apple TV. iPhone 4S or iPad users can use AirPlay Mirroring to show the screen of their device right on their HD TV, allowing them to stream web pages, spreadsheets or even games.**

Apple TV makes it easy to enjoy iTunes video, music and photo libraries from your computer right on your HD TV—and with iCloud you can instantly enjoy content that was purchased on your iPhone, iPad or iPod touch as well. iTunes Match customers can now play their entire music library from iCloud—even songs they've imported from CDs. Users can also control Apple TV with their iPhone, iPad or iPod touch using the Remote app, available as a free download on the App Store™ (www.itunes.com/appstore).

[A108] Apple Launches iTunes Store in Hong Kong, Singapore, Taiwan & Nine Additional Countries in Asia Today [June 27, 2012]

Apple® today announced the launch of the iTunes Store® in Hong Kong, Singapore, Taiwan and nine additional countries in Asia featuring an incredible selection of local and international music from all the major labels and thousands of independent labels. The iTunes Store features local artists including Jay Chou, Girls Generation and Andy Lau, international artists including ADELE, The Beatles and Jason Mraz, and world-renowned classical musicians including Lang Lang, Yo Yo Ma and Yuja Wang. Customers can choose from over 20 million songs available to purchase and download on the iTunes Store.

Apple is bringing the iTunes Store to music fans in Brunei, Cambodia, Laos, Macau, Malaysia, Philippines, Thailand, Sri Lanka and Vietnam. Customers can also rent or purchase movies from the iTunes Store, with many available in stunning HD, from major studios including 20th Century Fox, Paramount Pictures, Sony Pictures Home Entertainment, The Walt Disney Studios and Warner Bros. Pictures. The iTunes Store joins the revolutionary App Store™ which offers more than 650,000 apps to consumers in 155 countries.

The iTunes Store is the best way for iPhone®, iPad®, iPod®, Mac® and PC users to legally discover, purchase and download music online. All music on the iTunes Store comes in iTunes Plus®, Apple's DRM-free format with high-quality 256 kbps AAC encoding for audio virtually indistinguishable from the original recordings.

iTunes® in the Cloud lets you download your previously purchased iTunes music to all your iOS devices at no additional cost, and new music purchases can be downloaded automatically to all your devices. In addition, music not purchased from the iTunes Store can gain the same benefits by using iTunes Match℠, a new service that stores your entire music library in iCloud® for access at any time, from any iOS device. iTunes Match is available for purchase in the new countries added today.

---

iPod + iTunes Timeline [Apple Press Info page, April 28, 2003 – June 29, 2012]

2001
January
iTunes digital jukebox software introduced
October
Apple presents iPod, offering "1,000 songs in your pocket"
2002
July
Apple introduces the second generation iPod, compatible with Windows and holding up to 4,000 songs
Number of iPods sold through 2002: 600,000

2003
April 28
Apple launches the iTunes Music Store with 200,000 songs at 99¢ each, along with the new third-generation iPod that is thinner and lighter than two CDs and holds 7,500 songs
iTunes sells one million songs in its first week
June
One millionth iPod sold
September
iTunes downloads top 10 million songs

October

The iTunes Music Store becomes available to Windows users

December

iTunes downloads top 25 million songs

Number of iPods sold through 2003: two million

2004

January

Apple introduces iPod mini, available in five colors

March

iTunes downloads top 50 million songs

June

iTunes Music Store goes international, launching in the U.K., France & Germany

June

BMW drivers get the first car audio system with iPod integration

Newsweek declares America "iPod Nation" in a cover story unveiling the 4th generation iPod

July

iTunes downloads top 100 million songs

Incoming freshmen at Duke University receive iPods as part of a new initiative to distribute lectures and other course materials electronically

October

Apple introduces the iPod U2 Special Edition

December

iTunes downloads top 200 million songs

Number of iPods sold through 2004: 10 million

2005

January

iPod shuffle introduced

July

iTunes downloads top half a billion songs

August

iTunes Music Store debuts in Japan

September

iPod nano replaces the iPod mini and goes on to become the best selling music player ever

October

iTunes expands to include TV shows and music videos

Apple unveils the new fifth-generation iPod that plays music, photos and video

iTunes sells one million videos in less than three weeks

Number of iPods sold through 2005: 42 million

2006

February

iTunes sells its one billionth song

May

Apple and Nike introduce Nike+iPod, including an in-shoe sensor to track the wearer's workout on their iPod nano

Colorado Rockies pitcher Jason Jennings shows one of the iPods he and his teammates use to scout opposing batters during the 2006 season

September

iTunes begins selling full-length feature films

iPod nano gets a new aluminum design available in five colors

Apple unveils a wearable new iPod shuffle with built-in clip

October

Apple announces the new iPod nano (PRODUCT) RED Special Edition to benefit The Global Fund to Fight AIDS, Tuberculosis and Malaria

Number of iPods sold through 2006: 88 million

2007
January
Apple introduces iPhone
iTunes tops two billion songs sold, 50 million TV episodes and 1.3 million feature-length films
iPod shuffle becomes available in five colors
April
EMI offers its entire digital music catalog DRM-free on iTunes
100 millionth iPod sold
May
iTunes U launches on the iTunes Store
July
iTunes tops three billion songs sold

Astronaut Jose Hernandez listens to his iPod in orbit aboard the space shuttle Endeavour

September
Apple unveils iPod touch with Multi-Touch interface and built-in Wi-Fi wireless networking
Number of iPods sold through 2007: 141 million

2008
January
Apple premieres iTunes movie rentals with all major film studios
April
iTunes Store passes Wal-Mart to become America's #1 music retailer
May
Movies become available for sale on iTunes the same day as their DVD release
June
iTunes tops five billion songs sold
Apple introduces the new iPhone 3G, twice as fast as the previous generation and featuring support for third party applications
July
The App Store debuts as iPhone 3G goes on sale
iPhone and iPod touch users download 10 million apps in the App Store's first weekend
September
App Store downloads top 100 million

Over 90% of new cars sold in the U.S. offer iPod connectivity
October
iTunes goes high-def with HD TV shows from ABC, CBS, FOX and NBC
Number of iPods sold through 2008: 197 million

2009
January
All iTunes songs offered DRM-free
March
Movie fans can buy and rent films in HD on the iTunes Store

July
The App Store marks its first anniversary with more than 1.5 billion apps downloaded
September
Apple announces the iPod nano has sold more than 100 million units to date
App Store downloads top two billion
November
Apple announces more than 100,000 apps available on the App Store
Number of iPods sold through 2009: 250 million

2010
January
App Store downloads top three billion
February
iTunes Store tops 10 billion songs sold
July
App Store downloads top five billion
August
iTunes U downloads top 300 million
September
Apple introduces the new iPod touch with Retina Display, FaceTime video calling, HD video recording and Game Center
The new iPod nano features Multi-Touch interface and a built-in clip for instant wearability
Apple unveils the new iPod shuffle, the world's smallest iPod
Apple announces iPod touch is the world's #1 portable game player
More than 250,000 apps available on the App Store
Number of iPods sold through September 1, 2010: 275 million

Essential Device Announcements

iPhone

Jan 9, 2007:

iPhone is a quad-band GSM phone which also features EDGE and Wi-Fi wireless technologies for data networking. Apple has chosen Cingular [*the largest wireless carrier in the US ... and ... solely owned by AT&T Inc. [A2]*], the best and most popular carrier in the US with over 58 million subscribers, to be Apple's exclusive carrier partner for iPhone in the US. [A1]

"iPhone is a revolutionary and magical product that is literally five years ahead of any other mobile phone," said Steve Jobs, Apple's CEO. "We are all born with the ultimate pointing device—our fingers—and iPhone uses them to create the most revolutionary user interface since the mouse." [A1]

iPhone lets users enjoy all their iPod content, including music, audiobooks, audio podcasts, video podcasts, music videos, television shows and movies. iPhone syncs content from a user's iTunes library on their PC or Mac, and can play any music or video content they have purchased from the online iTunes store. [A1]

iPhone also features the most advanced and fun-to-use web browser on a portable device with a version of its award-winning Safari™ web browser for iPhone. Users can see any web page the way it was designed to be seen, and then easily zoom in to expand any section by simply tapping on iPhone's multi-touch display with their finger. Users can surf the web from just about anywhere over Wi-Fi or EDGE, and can automatically sync their bookmarks from their PC or Mac. iPhone's Safari web browser also includes built-in Google Search and Yahoo! Search so users can instantly search for information on their iPhone just like they do on their computer. [A1]

iPhone also includes Google Maps, featuring Google's groundbreaking maps service and iPhone's amazing maps application, offering the best maps experience by far on any pocket device. Users can view maps, satellite images, traffic information and get directions, all from iPhone's remarkable and easy-to-use touch interface. [A1]

June 11, 2007:

Web 2.0-based applications are being embraced by leading developers because they are far more interactive and responsive than traditional web applications, and can be easily distributed over the Internet and painlessly updated by simply changing the code on the developers' own servers. The modern web standards also provide secure data access and transactions, like those used with Amazon.com or online banking. [A4]

Jan 9, 2007:

iPhone employs advanced built-in sensors—an accelerometer, a proximity sensor and an ambient light sensor—that automatically enhance the user experience and extend battery life. iPhone's built-in accelerometer detects when the user has rotated the device from portrait to landscape, then automatically changes the contents of the display accordingly, with users immediately seeing the entire width of a web page, or a photo in its proper landscape aspect ratio. [A1]

iPhone's built-in proximity sensor detects when you lift iPhone to your ear and immediately turns off the display to save power and prevent inadvertent touches until iPhone is moved away. iPhone's built-in ambient light sensor automatically adjusts the display's brightness to the appropriate level for the current ambient light, thereby enhancing the user experience and saving power at the same time. [A1]

iPhone will be available in the US in June 2007, Europe in late 2007, and Asia in 2008, in a 4GB model for $499 (US) and an 8GB model for $599 (US), and will work with either a PC or Mac. iPhone will be sold in the US through Apple's retail and online stores, and through Cingular's retail and online stores. [A1]

Sept 5,2007:

Apple® today announced that it is on track to sell its one millionth iPhone™ before the end of September, and to make iPhone affordable for even more customers this holiday season, it is lowering the price of the most popular iPhone model with 8GB of storage from $599 to just $399. ... The iPhone 4GB model will be sold while supplies last. [A13]

Feb 5, 2008:

Apple® today added new models of the iPhone™ and iPod® touch which have double the memory, doubling the amount of music, photos and videos that customers can carry with them wherever they go. The revolutionary iPhone now comes in a new 16GB model for $499, joining the 8GB model for $399. iPod touch now comes in a 32GB model for $499, joining the 16GB model for $399 and the 8GB model for $299. [A15/1]

iPhone 3G

June 9, 2008:

Apple® today introduced the new iPhone™ 3G, combining all the revolutionary features of iPhone with 3G networking that is twice as fast* as the first generation iPhone, built-in GPS for expanded location based mobile services, and iPhone 2.0 software which includes support for Microsoft Exchange ActiveSync and runs the hundreds of third party applications already built with the recently released iPhone SDK. In the US the new iPhone 3G is priced at a stunning $199 for the 8GB model, and just $299 for the 16GB model.** iPhone 3G will be available in more than 70 countries later this year, beginning with customer availability in 22 countries—Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, UK and the US—on July 11.

*Based on 3G and EDGE testing. Actual speeds vary by site conditions.
**Based on iPhone 3G (8GB) and first generation iPhone (8GB) purchases. Requires new two year AT&T rate plan, sold separately. [A19]

"Just one year after launching the iPhone, we're launching the new iPhone 3G that is twice as fast at half the price," said Steve Jobs, Apple's CEO. " iPhone 3G supports Microsoft Exchange ActiveSync right out of the box, runs the incredible third party apps created with the iPhone SDK, and will be available in more than 70 countries around the world this year." [A19]

iPhone 3G gives users ever faster access to the Internet and email over their cellular network with quad-band GSM and tri-band HSDPA for voice and data connectivity around the world. iPhone 3G supports Wi-Fi, 3G and EDGE networks and automatically switches between them to ensure the fastest possible download speeds. The new iPhone 3G also makes it easier to multi-task with simultaneous voice and data communications, so with iPhone 3G you can browse the web, get map directions, or check your email while you are on a call. [A19]

iPhone 3G includes the new iPhone 2.0 software with both the iPhone SDK and key enterprise features such as support for Microsoft Exchange ActiveSync to provide over-the-air push email, contact and calendar syncing as well as remote wipe and Cisco IPsec VPN for encrypted access to corporate networks. The iPhone SDK allows developers to create amazing applications that leverage the iPhone's groundbreaking Multi-Touch™ user interface, animation technology, accelerometer and GPS technology on the world's most advanced mobile platform. [A19]

iPhone 3G includes the new App Store, providing iPhone users with native applications in a variety of categories including games, business, news, sports, health, reference and travel. The App Store on iPhone works over cellular

networks and Wi-Fi, which means it is accessible from just about anywhere, so you can purchase and download applications wirelessly and start using them instantly. Some applications are even free and the App Store notifies you when application updates are available. The App Store will be available in 62 countries at launch. [A19]

Additional features available with the iPhone 2.0 software include the ability to do real-time mapping and track your progress with GPS technology, mass move and delete multiple email messages, search for contacts, access a new scientific calculator, turn on parental control restrictions for specified content, save images directly from a web page or email them to your iPhone and easily transfer them back to your photo library on your Mac® or PC. iPhone 3G delivers an amazing 10 hours of talk time on 2G networks and 5 hours using 3G, with up to 5 to 6 hours of web browsing, up to 7 hours for video playback and up to 24 hours for audio playback. [A19]

iPhone 3G takes advantage of MobileMe™, a new Internet service that pushes email, contacts, and calendars from an online "cloud" to native applications on iPhone, iPod® touch, Macs and PCs. With MobileMe email, messages are pushed instantly to iPhone, removing the need to manually check email and wait for downloads, and push keeps contacts and calendars continuously up-to-date so changes made on one device are automatically updated on other devices. With iPhone, you can even snap a photo and post it directly to a MobileMe Gallery to share with friends and family. [A19]

"Think of MobileMe as 'Exchange for the rest of us,'" said Steve Jobs, Apple's CEO. "Now users who are not part of an enterprise that runs Exchange can get the same push email, push calendars and push contacts that the big guys get." [A20]

MobileMe, available on July 11, is a subscription-based service with 20GB of storage for $99 (US) per year for individuals and $149 (US) for a Family Pack, which includes one master account with 20GB of storage and four Family Member accounts with 5GB of storage each. [A20]

July 10, 2008:

Apple® today announced that more than 500 native applications will be available on the iPhone's App Store when Apple's iPhone™ 3G goes on sale tomorrow. Apple's iPhone provides a breakthrough mobile platform for developers, who have created an incredible array of innovative applications such as stunning action games, advanced medical applications and robust productivity tools for the enterprise. These apps will be available on Apple's revolutionary new App Store, enabling customers to wirelessly download them directly onto their iPhones and start using them immediately. More than 125 applications are being offered to iPhone customers for free. [A26]

iPhone 3GS

June 8, 2009:

Apple® today introduced the new iPhone™ 3GS, the fastest, most powerful iPhone yet, packed with incredible new features including improved speed and performance—up to twice as fast as iPhone 3G—with longer battery life, a high-quality 3 megapixel autofocus camera, easy to use video recording and hands free voice control. iPhone 3GS includes the new iPhone OS 3.0, the world's most advanced mobile operating system with over 100 new features such as Cut, Copy and Paste, MMS*, Spotlight Search, landscape keyboard and more. iPhone 3GS customers get access to more than 50,000 applications from Apple's revolutionary App Store, the largest application store in the world where customers have already downloaded over one billion apps. iPhone 3GS offers twice the capacity for the same price with a 16GB model for just $199 and a new 32GB model for just $299.** And beginning today, iPhone 3G is available at the breakthrough price of just $99 for the 8GB model—a huge milestone for the high end smartphone market.

*MMS messaging is available only on iPhone 3G or iPhone 3GS; fees may apply. MMS may not be available in all areas. MMS support from AT&T will be available in late summer.

**Qualified customers only. Requires a new two year AT&T rate plan, sold separately. [A36]

"iPhone 3GS is the fastest, most powerful iPhone yet and we think people will love the incredible new features including autofocus camera, video recording and the freedom of voice control," said Philip Schiller, Apple's senior vice president of WorldWide Product Marketing. "And with a breakthrough price of $99, we are thrilled to get iPhone 3G into the hands of even more users who want them." [A36]

iPhone 3GS offers incredible speed and performance, on average up to twice as fast as iPhone 3G, so you can render web pages quicker and launch applications faster. iPhone 3GS takes advantage of the OpenGL ES 2.0 standard for stunning high-quality 3D graphics, making mobile gaming and other graphic intense applications better than ever. iPhone 3GS is not only faster, but with longer battery life you can watch more videos, listen to more music, browse the Internet or keep using your favorite apps even longer. The new iPhone 3GS also supports 7.2 Mbps HSDPA for faster networking speeds.***

***Where available from AT&T later this year. [A36]

iPad

Jan 27, 2010:

Apple® today introduced iPad, a revolutionary device for browsing the web, reading and sending email, enjoying photos, watching videos, listening to music, playing games, reading e-books and much more. iPad's responsive high-resolution Multi-Touch™ display lets users physically interact with applications and content. iPad is just 0.5 inches thick and weighs just 1.5 pounds— thinner and lighter than any laptop or netbook. iPad includes 12 new innovative apps designed especially for the iPad, and will run almost all of the over 140,000 apps in the App Store. iPad will be available in late March starting at the breakthrough price of just $499. [A45]

"iPad is our most advanced technology in a magical and revolutionary device at an unbelievable price," said Steve Jobs, Apple's CEO. "iPad creates and defines an entirely new category of devices that will connect users with their apps and content in a much more intimate, intuitive and fun way than ever before." [A45]

iPad is powered by A4, Apple's next-generation system-on-a-chip. Designed by Apple, the new A4 chip provides exceptional processor and graphics performance along with long battery life of up to 10 hours.* Apple's advanced chemistry and Adaptive Charging technology deliver up to 1,000 charge cycles without a significant decrease in battery capacity over a typical five year lifespan.**

*Apple tested wireless battery life by browsing web pages and receiving email over an AirPort® network, never letting the system go to sleep during the test, and keeping the display at half brightness. This is a typical scenario of use on the go, resulting in a battery performance number that is very relevant to mobile users.

**A properly maintained iPad battery is designed to retain 80 percent or more of its original capacity during a lifespan of up to 1,000 recharge cycles. Battery life and charge cycles vary by use and settings. [A45]

iPad comes in two versions—one with Wi-Fi and the other with both Wi-Fi and 3G. iPad includes the latest 802.11n Wi-Fi, and the 3G versions support speeds up to 7.2 Mbps on HSDPA networks. Apple and AT&T announced breakthrough 3G pre-paid data plans for iPad with easy, on-device activation and management. [A45]

iPad will be available in late March worldwide for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model, $699 (US) for the 64GB model. The Wi-Fi + 3G models of iPad will be available in April in the US and selected countries for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. [A45]

iPhone 4

June 7, 2010:

Apple® today presented the new iPhone® 4 featuring FaceTime, which makes the dream of video calling a reality, and Apple's stunning new Retina display, the highest resolution display ever built into a phone, resulting in super crisp text, images and video. In addition, iPhone 4 features a 5 megapixel camera with LED flash, HD video recording, Apple's A4 processor, a 3-axis gyro and up to 40 percent longer talk time—in a beautiful all-new design of glass and stainless steel that is the thinnest smartphone in the world. iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system, which includes over 100 new features and 1500 new APIs for developers. iOS 4 features Multitasking, Folders, enhanced Mail, deeper Enterprise support and Apple's new iAd mobile advertising platform. iPhone 4 will be available in the US, UK, France, Germany and Japan on June 24, starting in the US at just $199 for qualified buyers with a two year contract.*

*Qualified customers only. Requires a new two year AT&T rate plan, sold separately. [A56]

"iPhone 4 is the biggest leap since the original iPhone," said Steve Jobs, Apple's CEO. "FaceTime video calling sets a new standard for mobile communication, and our new Retina display is the highest resolution display ever in a phone, with text looking like it does on a fine printed page. We have been dreaming about both of these breakthroughs for decades." [A56]

FaceTime is as mobile as your phone, so you can see your loved ones and friends anywhere there is Wi-Fi. Using FaceTime is as easy as making a regular voice call, with no set-up required, and you can instantly switch to the rear camera to show others what you are seeing with just a tap. [A56]

Apple's stunning 3.5 inch Retina display has 960 x 640 pixels—four times as many pixels as the iPhone 3GS and 78 percent of the pixels on an iPad™. The resulting 326 pixels per inch is so dense that the human eye is unable to distinguish individual pixels when the phone is held at a normal distance, making text, images and video look sharper, smoother and more realistic than ever before on an electronic display. [A56]

iPhone 4 features a new 5 megapixel autofocus camera with a 5x digital zoom, a backside illuminated sensor and built-in LED flash that allows you to take amazing pictures even in low light and dark environments. iPhone 4 lets you record and edit incredible HD video and the popular tap to focus feature now works while recording video. You can use the iPhone 4's LED flash for both still photography and video recording. The new iMovie® app for iPhone lets you combine movie clips, add dynamic transitions and themes and include photos and music, and users can buy it for just $4.99 through the App Store right on their phone. [A56]

iPhone 4 delivers an amazing seven hours of talk time on 3G networks, up to 10 hours of web browsing on Wi-Fi and up to six hours on 3G, and up to 10 hours of video playback and up to 40 hours of audio playback.** iPhone 4 is powered by Apple's new A4 processor that provides exceptional processor and graphic performance along with long battery life. iPhone 4 features a second microphone and advanced software to suppress unwanted background noise for improved call quality when in loud places. iPhone 4 also offers 802.11n Wi-Fi networking and adds quad-band HSUPA to provide 7.2Mbps downlink and 5.8Mbps uplink capability.***

**Battery life depends on device settings, usage and other factors. Actual results vary.

***Speed is dependent on cellular network capability. [A56]

iPad 2

March 2, 2011:

Apple® today introduced iPad™ 2, the next generation of its magical device for browsing the web, reading and sending email, enjoying photos, watching videos, listening to music, playing games, reading ebooks and much more. iPad 2 features an entirely new design that is 33 percent thinner and up to 15 percent lighter than the original iPad, while maintaining the same stunning 9.7-inch LED-backlit LCD screen. iPad 2 features Apple's new dual-core A5 processor for blazing fast performance and stunning graphics and now includes two cameras, a front-facing VGA camera for FaceTime® and Photo Booth®, and a rear-facing camera that captures 720p HD video, bringing the innovative FaceTime feature to iPad users for the first time. Though it is thinner, lighter, faster and packed with new features, iPad 2 still delivers up to 10 hours of battery life* that users have come to expect. iPad 2 is available in black or white, features models that run on AT&T's and Verizon's 3G networks, and introduces the innovative iPad 2 Smart Cover in a range of vibrant polyurethane and rich leather colors.

*Battery life depends on device settings, usage and other factors. Actual results vary. [A75]

"With more than 15 million iPads sold, iPad has defined an entirely new category of mobile devices," said Steve Jobs, Apple's CEO. "While others have been scrambling to copy the first generation iPad, we're launching iPad 2, which moves the bar far ahead of the competition and will likely cause them to go back to the drawing boards yet again." [A75]

iPad 2 comes with iOS 4.3, the latest version of the world's most advanced mobile operating system, with new features including faster Safari® mobile browsing performance; iTunes® Home Sharing; enhancements to AirPlay®;** the choice to use the iPad side switch to either lock the screen rotation or mute audio; and Personal Hotspot to share an iPhone 4 cellular data connection over Wi-Fi.*** Additional iPad 2 features include a built-in gyro for advanced gaming; HSUPA support for enhanced 3G upload speeds on iPad 2 Wi-Fi + 3G on AT&T, and HDMI Video Mirroring that lets users mirror their iPad screen on an HDTV using an optional adaptor.

**AirPlay video requires second generation Apple TV running the latest software.

***Personal Hotspot requires supporting data plan. Customers should check with their carrier for availability. [A75]

The innovative new iPad 2 Smart Cover provides protection for the iPad screen while maintaining its thin and lightweight profile. Designed with a unique self-aligning magnetic hinge that makes it easy to attach and remove, the new iPad 2 Smart Cover automatically wakes iPad 2 when it's opened and puts it to sleep when it's closed, and has a soft microfiber lining to help keep the screen clean. The Smart Cover also folds into a stand for typing or viewing videos and is available in vibrant polyurethane for $39 or rich leather for $69 in a range of colors, including a (PRODUCT) RED one which helps support the Global Fund to fight HIV/AIDS in Africa. [A75]

iPad 2 with Wi-Fi will be available on March 11 for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model, $699 (US) for the 64GB model. iPad 2 Wi-Fi + 3G will be available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad 2 Wi-Fi + 3G compatible with the Verizon network will be available in the US only for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. [A75]

iPhone 4S

Oct 4, 2011:

Apple® today announced iPhone® 4S, the most amazing iPhone yet, packed with incredible new features including Apple's dual-core A5 chip for blazing fast performance and stunning graphics; an all new camera with advanced optics; full 1080p HD resolution video recording; and Siri™, an intelligent assistant that helps you get things done just by asking. With the launch of iPhone 4S also comes the launch of iOS 5, the world's most advanced mobile operating system with over 200 new features; and iCloud®, a breakthrough set of free cloud services that work with your iPhone, iPad®, iPod touch®, Mac® or PC to automatically and wirelessly store your content in iCloud and push it to all your devices. [A90]

"iPhone 4S plus iOS 5 plus iCloud is a breakthrough combination that makes the iPhone 4S the best iPhone ever," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "While our competitors try to imitate iPhone with a checklist of features, only iPhone can deliver these breakthrough innovations that work seamlessly together." [A90]

iPhone 4S comes with iOS 5, the world's most advanced mobile operating system, which includes over 200 new features including Notification Center, an innovative way to easily view and manage notifications in one place without interruption and iMessage™, a new messaging service that lets you easily send text messages, photos and videos between all iOS 5 users. iOS 5 will also be available as a free software update for iPhone 4 and iPhone 3GS customers allowing them to experience these amazing new features.*

*Some features may not be available on all products. [A90]

iPhone 4S also introduces Siri, an intelligent assistant that helps you get things done just by asking. Siri understands context allowing you to speak naturally when you ask it questions, for example, if you ask "Will I need an umbrella this weekend?" it understands you are looking for a weather forecast. Siri is also smart about using the personal information you allow it to access, for example, if you tell Siri "Remind me to call Mom when I get home" it can find "Mom" in your address book, or ask Siri "What's the traffic like around here?" and it can figure out where "here" is based on your current location. Siri helps you make calls, send text messages or email, schedule meetings and reminders, make notes, search the Internet, find local businesses, get directions and more. You can also get answers, find facts and even perform complex calculations just by asking. [A90]

iCloud is a breakthrough set of free cloud services, including iTunes® in the Cloud, Photo Stream and Documents in the Cloud, that work seamlessly with your iPhone, iPad, iPod touch, Mac or PC to automatically and wirelessly store your content in iCloud and push it to all your devices. When content changes on one device, all your other devices are updated automatically and wirelessly. [A90]

iPhone 4S includes an all new camera with the most advanced optics of any phone. The 8 megapixel sensor has 60 percent more pixels so you can take amazing high quality photos with more detail than ever. iPhone 4S includes a new custom lens, a larger f/2.4 aperture and an advanced hybrid IR filter that produce sharper, brighter and more accurate images. The Apple-designed image signal processor in the A5 dual-core chip is built for performance, and coupled with the features built into iOS 5, makes the camera one of the fastest on any phone. With iPhone 4S, the Camera app launches much faster and the shot to shot capability is twice as fast, so you'll never miss another shot. [A90]

iPhone 4S can also now record video in full 1080p HD resolution and with the new video image stabilization feature, you can take richer, smoother videos. Other iPhone 4S video camera improvements include increased sensitivity, sharpness and an increased ability to capture video in low light conditions. With the new iMessage service in iOS 5, you can now instantly share videos with family and friends. [A90]

iPhone 4S has the same beautifully thin glass and stainless steel design that millions of customers around the world love, while being completely redesigned on the inside. Apple's dual-core A5 chip delivers up to twice the processing power and up to seven times faster graphics than iPhone 4, all while maintaining incredible battery life—now up to 8 hours of 3G talk time. [A90]

Improving on the innovative stainless steel external, dual-antenna design of iPhone 4, iPhone 4S is the first phone to intelligently switch between two antennas to send and receive. iPhone 4S now supports twice the download speed with HSDPA of up to 14.4 Mbps and iPhone 4S is a world phone, so both CDMA and GSM customers can now roam internationally on GSM networks.**

**Carrier roaming policies apply. HSDPA availability and network speeds are dependent on carrier networks. [A90]

iPhone 4S comes in either black or white and will be available in the US for a suggested retail price of $199 (US) for the 16GB model and $299 (US) for the 32GB model and $399 (US) for the new 64GB model.*** iPhone 4S will be available from the Apple Online Store, Apple's retail stores and through AT&T, Sprint, Verizon Wireless and select Apple Authorized Resellers. ... iPhone 4 will also be available for just $99 (US) and iPhone 3GS will be available for free with a two year contract. Siri will be available in beta on iPhone 4S in English (localized for US, UK and Australia), French and German. iOS 5 software will be available on October 12 as a free software update via iTunes 10.5 for iPhone, iPad and iPod touch customers.

***Qualified customers only. Requires a new two year rate plan, sold separately. [A90]

New, 3d generation iPad (Retina etc.)

March 7, 2012:

Apple® today introduced the new iPad®, the third generation of its category defining mobile device, featuring a stunning new Retina™ display, Apple's new A5X chip with quad-core graphics and a 5 megapixel iSight® camera with advanced optics for capturing amazing photos and 1080p HD video. iPad with Wi-Fi + 4G connects to fast networks worldwide, including AT&T's and Verizon's 4G LTE networks, and still delivers the same all-day 10 hour battery life* while remaining amazingly thin and light. Beginning today, iPad 2 will be offered at an even more affordable price starting at just $399.

*Battery life depends on device settings, usage and other factors. Actual results vary. [A102]

"The new iPad redefines the category Apple created less than two years ago, delivering the most amazing experience people have ever had with technology," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "The new iPad now has the highest resolution display ever seen on a mobile device with 3.1 million pixels, delivering razor sharp text and unbelievable detail in photos and videos." [A102]

The new iPad's Retina display delivers four times the number of pixels of iPad 2, so dense that the human eye is unable to distinguish individual pixels when held at a normal distance, making web pages, text, images and video look incredibly sharp and realistic. The 3.1 million pixels in the Retina display are more than one million more pixels than an HD TV, and with 44 percent increased color saturation the new iPad displays colors that are unbelievably richer, deeper and more vivid. Movies are now capable of playing at full 1080p HD-resolution, delivering an incomparable viewing experience on a mobile device. [A102]

The powerful new A5X chip with quad-core graphics was specifically designed by Apple to deliver a fast, responsive user experience while supporting the incredible Retina display. With double the graphics performance of the A5 chip, the A5X provides a superb balance between performance and power efficiency so users can enjoy all the

benefits of the stunning new display while experiencing a smooth Multi-Touch™ interface, immersive gameplay, incredible visual depth and all-day battery life that iPad is known for delivering. [A102]

The 5 megapixel iSight camera features advanced optics for taking stunning pictures and recording full HD video. Backside illumination allows you to take great photos in low-light conditions and a new video image stabilization feature removes the bumps and shakes typically seen when filming with a hand-held device. Images can be enjoyed on the large Retina display, then edited, enhanced and easily shared with friends and family using the built-in Photos app on iPad. [A102]

iPad Wi-Fi + 4G with built-in next generation 4G LTE has the most comprehensive support for fast networks worldwide including HSPA+ and DC-HSDPA, and now both CDMA and GSM iPad users have the ability to easily roam internationally. The world-ready iPad delivers blazing download and upload speeds so web pages load incredibly quickly and email with large attachments can be sent and received easily. Personal Hotspot can be used to share the fast network connection on your iPad with up to 5 other devices using Wi-Fi, Bluetooth or USB**.

**Personal Hotspot requires supporting data plan. Customers should check with their carrier for availability. [A102]

With iOS 5.1, the latest update to the world's most advanced mobile operating system, the new iPad has a number of new features and enhancements including: a redesigned Camera app with video stabilization technology; the ability to delete photos from Photo Stream; support for dictation in English, French, German and Japanese; and Personal Hotspot. iOS 5.1 also works seamlessly with iCloud®, a breakthrough set of free cloud services including iTunes® in the Cloud, Photo Stream and Documents in the Cloud, that works seamlessly with your iPhone®, iPad, iPod touch®, Mac® or PC to automatically and wirelessly store your content and push it to your devices. When content changes on one of your devices, your other devices are updated automatically. [A102]

The new iPad also supports dictation, another amazing way to get things done just using your voice. Instead of typing, tap the microphone icon on the keyboard, then say what you want to say and the new iPad listens. Tap done, and iPad converts your words into text. You can use dictation to write messages, take notes, search the web and more. Dictation also works with third-party apps, so you can update your Facebook status, tweet, or write Instagram captions. [A102]

The new iPad Wi-Fi models will be available in black or white on Friday, March 16 for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model and $699 (US) for the 64GB model. iPad Wi-Fi + 4G for either AT&T or Verizon will be available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. ... Customers can begin pre-ordering their new iPad today, and the incredible iPad 2 is now offered at a more affordable price of $399 (US) for the 16GB Wi-Fi model and just $529 (US) for the 16GB Wi-Fi + 3G model. [A102]

All related Apple press releases

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. ==Today,== Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple ==is also spearheading== the digital music revolution with its iPod portable music players and iTunes online store.

- [A1] **Apple Reinvents the Phone with iPhone** [**Jan** 9, 20**07**]
  - iPhone is a Revolutionary Mobile Phone
  - iPhone is a Widescreen iPod
  - iPhone is a Breakthrough Internet Communications Device
  - iPhone's Advanced Sensors
  - Pricing & Availability
- [A2] Apple Chooses Cingular as Exclusive US Carrier for Its Revolutionary iPhone [Jan 9, 2007]
- [A2-3] Cisco and Apple Reach Agreement on iPhone Trademark [Feb 21, 2007]

since [A3] 100 Million iPods Sold [April 9, 2007]: →

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. ==Today,== Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, ==and will enter the mobile phone market this year with its revolutionary iPhone.==

- [A4] iPhone to Support Third-Party Web 2.0 Applications [June 11, 2007]
  Innovative New Way to Create Applications for iPhone
- [A5] iPhone Delivers Up to Eight Hours of Talk Time [June 18, 2007]
  Now Features Durable Glass Top Surface
  - Pricing and Availability
- [A6] YouTube Live on Apple TV Today; Coming to iPhone on June 29 [June 20, 2007]
  Best YouTube Experience on a Mobile Device
  - Pricing & Availability
- [A7/1] Apple and AT&T Announce iTunes Activation and Sync for iPhone [June 26, 2007]
  Already Familiar to Tens of Millions of iPod Users
  - Pricing & Availability
  - System Requirements
- [A7/2] AT&T and Apple Announce Simple, Affordable Service Plans for iPhone [June 26, 2007]
  All Plans Include Unlimited Data & Visual Voicemail
  - Pricing & Availability
- [A8] iPhone Premieres This Friday Night at Apple Retail Stores [June 28, 2007]
  Free Workshops, Genius Bar Support and One to One Personal Training
  - Pricing & Availability
- [A9/1] Apple Sells One Millionth iPhone [Sept 10, 2007]

since [A9/2] iTunes Store Tops Three Billion Songs [July 31, 2007] →

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. ==Today,== Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple ==is also spearheading== the digital media revolution with its iPod portable music and video players and iTunes online store, ==and has entered the mobile phone market this year with its revolutionary iPhone.==

- [A10] Apple Announces Hit Television Programming Now Available on the iTunes Store in the UK [Aug 29, 2007]
  The Walt Disney Company's ABC Studios & Disney Channel, MTV, Nickelodeon & Paramount Comedy Offer
  Wide Range of Programs on iTunes
  - Pricing & Availability
- [A11] Apple Unveils the iTunes Wi-Fi Music Store [Sept 5, 2007]
  Wireless Music Downloads Directly to iPod touch & iPhone
  Custom Ringtone Maker Now Built into iTunes
  - Pricing & Availability
- [A12] iTunes Plus Now Offers Over Two Million Tracks at Just 99 Cents [Oct 17, 2007]
  DRM-Free Tracks with Higher Quality 256 kbps AAC Encoding
- [A13] Apple Sets iPhone Price at $399 for this Holiday Season [Sept 5, 2007]
- [A14] Apple Enhances Revolutionary iPhone with Software Update [Jan 15, 2008]
  - Pricing & Availability
- [A15/1] Apple Adds New iPhone & iPod touch Models [Feb 5, 2008]
- [A15/2] Apple Announces iPhone 2.0 Software Beta [March 6, 2008]
  Includes SDK & Built-in Microsoft Exchange ActiveSync
  - Pricing & Availability
- [A16] iPhone SDK Downloads Top 100,000 [March 12, 2008]
  - Pricing & Availability
- [A17] iPhone SDK Downloads Top 250,000 [June 9, 2008]
  New App Store Available in 62 Countries
  - Pricing & Availability
- [A18] Apple Executives to Showcase Mac OS X Leopard and OS X iPhone Development Platforms at WWDC 2008 Keynote [May 13, 2008]
- [A19] Apple Introduces the New iPhone 3G [June 9, 2008]
  Twice as Fast at Half the Price
- [A20] Apple Introduces MobileMe Internet Service [June 9, 2008]
  Push Email, Push Contacts and Push Calendar for iPhone, iPod touch, Macs and PCs
  - Pricing & Availability
- [A21] iTunes Now Number Two Music Retailer in the US [Feb 28, 2008]
  iTunes Customers Top 50 Million
- [A22] Apple Premieres Movies on the iTunes Store in the UK [June 4, 2008]
  - Pricing & Availability
- [A23] Award-Winning Television Programming Now Available on the iTunes Store in Germany [April 2, 2008]
  Programs from Germany's Top Networks & Hit US Shows Now Available on iTunes
  - Pricing & Availability
- [A24] HBO & Apple Bring Critically Acclaimed Television Programming to the iTunes Store [May 13, 2008]
  Favorites Including "The Sopranos" and "Sex and the City" Now Available on iTunes
  - Pricing & Availability
- [A25] iTunes Store Tops Over Five Billion Songs Sold [June 19, 2008]
  Apple Renting & Selling Over 50,000 Movies Per Day
- [A26] iPhone 3G on Sale Tomorrow [July 10, 2008]
  Over 500 Native Applications for iPhone & iPod touch Available at Launch
  - Pricing & Availability
- [A27] Apple Sells One Million iPhone 3Gs in First Weekend [July 14, 2008]
- [A28] iPhone App Store Downloads Top 10 Million in First Weekend [July 14, 2008]

- [A29] App Store Downloads Top 100 Million Worldwide [Sept 9, 2008]
- [A30] Apple's Revolutionary App Store Downloads Top One Billion in Just Nine Months [April 14, 2009]
- [A31] Changes Coming to the iTunes Store [Jan 6, 2009]
- [A32] Movie Fans Can Buy & Rent Films in High Definition on the iTunes Store [March 19, 2009]
  Box Office Favorites Including "Quantum of Solace" & "Twilight" Available in Stunning HD
  - Pricing & Availability
- [A33] Apple Premieres Movies on the iTunes Store in Germany [April 16, 2009]
  Movie Fans Can Now Buy & Rent Films on the iTunes Store
  - Pricing & Availability
- [A34] Apple Previews Developer Beta of iPhone OS 3.0 [March 17, 2009]
  Beta Release Provides New SDK, Over 1,000 APIs & 100 New Features
  - Pricing & Availability
- [A35] Apple Worldwide Developers Conference to Kick Off with Keynote Address on Monday, June 8 [May 13, 2009]
- [A36] Apple Announces the New iPhone 3GS—The Fastest, Most Powerful iPhone Yet [June 8, 2009]
  iPhone 3G Now Available for $99
  - Pricing & Availability
- [A37] Apple Sells Over One Million iPhone 3GS Models [June 22, 2009]
  iPhone 3.0 Software Downloads Reach Six Million
- [A38] Apple's App Store Downloads Top 1.5 Billion in First Year [July 14, 2009]
  More Than 65,000 Apps; Over 100,000 Developers
- [A39] Dr. Eric Schmidt [CEO of Google] Resigns from Apple's Board of Directors [Aug 3, 2009]
- [A40] Apple's App Store Downloads Top Two Billion [Sept 28, 2009]
  More Than 85,000 Apps Now Available for iPhone & iPod touch
- [A41] Apple Announces Over 100,000 Apps Now Available on the App Store [Nov 4, 2009]
- [A42] Apple's App Store Downloads Top Three Billion [Jan 5, 2010]
- [A43] iTunes Store Tops 10 Billion Songs Sold [Feb 25, 2010]
- [A45] Apple Launches iPad [Jan 27, 2010]
  Magical & Revolutionary Device at an Unbelievable Price
  - Pricing & Availability
- [A46] iPad Available in US on April 3 [March 5, 2010]
  Pre-Order on March 12
  - Pricing & Availability
- [A47] iPad Arrives This Saturday [March 29, 2010]
  - Pricing & Availability

only for [A44] **Apple Sues HTC for Patent Infringement** **[March 2, 2010]** →

Apple reinvented the mobile phone in 2007 with its revolutionary iPhone®, and did it again in 2008 with its pioneering App Store, which now offers more than 150,000 mobile applications in over 90 countries. Over 40 million iPhones have been sold worldwide.

since [A48] **Apple Sells Over 300,000 iPads First Day** [April 5, 2010]   →

Apple ignited the personal computer revolution with the Apple II, then reinvented the personal computer with the Macintosh. Apple continues to lead the industry with its award-winning computers, OS X operating system, and iLife, iWork and professional applications. Apple leads the digital music revolution with its iPods and iTunes online store, has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

- [A49] iPad Wi-Fi + 3G Models Available in US on April 30 [April 20, 2010]
  - Pricing & Availability
- [A50] Apple Sells One Million iPads [May 3, 2010]
- [A51] iPad Available in Nine More Countries on May 28 [May 7, 2010]
  Pre-Orders Begin May 10
  - Pricing & Availability
- [A52] Apple Sells Two Million iPads in Less Than 60 Days [May 31, 2010]
- [A53] Apple Sells Three Million iPads in 80 Days [June 22, 2010]
- [A54] iPad Available in Nine More Countries This Friday [July 19, 2010]
  - Pricing & Availability
- [A55] Apple Previews iPhone OS 4 [April 8, 2010]
  Includes Multitasking, Folders, iBooks, Unified Inbox & More
  - Availability
- [A56] Apple Presents iPhone 4 [June 7, 2010]
  All-New Design with FaceTime Video Calling, Retina Display, 5 Megapixel Camera & HD Video Recording
  - Thinnest Smartphone Ever
  - Pricing & Availability
- [A57] Statement by Apple on iPhone 4 Pre-Orders [June 16, 2010]
- [A58] Statement by Apple on White iPhone 4 [June 23, 2010]

since [A59] **iPhone 4 Sales Top 1.7 Million** **[June 28, 2010]**   →
- Pricing & Availability

==Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software==. *Apple leads the digital music revolution with its iPods and iTunes online store. Apple reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad* ==which is defining the future of mobile media and computing devices==.

- [A60] Statement by Apple on White iPhone 4 [July 23, 2010]
- [A61] iPhone 4 Arrives in 17 More Countries This Friday [July 26, 2010]
  - Pricing & Availability
- [A62] Letter from Apple Regarding iPhone 4 [July 2, 2010]
- [A63] iTunes U Downloads Top 300 Million [Aug 24, 2010]
- [A64] Statement by Apple on App Store Review Guidelines [Sept 9, 2010]
- [A65] iPad Wi-Fi Models Available in China on September 17 [Sept 13, 2010]
  - Pricing & Availability
- [A66] iPhone 4 Available in China on September 25 [Sept 19, 2010]
  - Pricing & Availability
- [A67] Apple Launches Online Store in China [Oct 26, 2010]
- [A68] Apple Premieres Movies on the iTunes Store in Japan [Nov 11, 2010]
  - Pricing & Availability
- [A69] Apple's AirPrint Wireless Printing for iPad, iPhone & iPod touch Coming to Users in November [Sept 15, 2010]
  Available First on HP ePrint Printers
- [A70] Apple's iOS 4.2 Available Today for iPad, iPhone & iPod touch [Nov 22, 2010]
  Major Software Update Brings Multitasking, Folders, Unified Inbox, Game Center, AirPlay & AirPrint to iPad
  - Availability
- [A71] Apple's App Store Downloads Top 10 Billion [Jan 22, 2011]

- [A72] Apple Launches Subscriptions on the App Store [Feb 15, 2011]

[A73] Apple Announces Safari 4—The World's Fastest & Most Innovative Browser [Feb 24, 2009]
New Nitro Engine Runs JavaScript More Than Four Times Faster

- [A74] Apple Introduces iOS 4.3 [March 2, 2011]
  Update Includes Faster Safari Performance, iTunes Home Sharing, AirPlay Improvements & New Personal Hotspot
  - Availability
- [A75] Apple Launches iPad 2 [March 2, 2011]
  All New Design is Thinner, Lighter & Faster with FaceTime, Smart Covers & 10 Hour Battery
  - Pricing & Availability
- [A76] iPad 2 Arrives Tomorrow [March 10, 2011]
  - Pricing & Availability

since [A77] **iPad 2 Arrives in 25 More Countries This Friday** [March 22, 2011]   →
Available in Hong Kong, Korea & Singapore in April
- Pricing & Availability

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced iPad 2 which is defining the future of mobile media and computing devices*.*

- [A78] iPad 2 Arrives in Japan, Hong Kong, Korea, Singapore & Eight Other Countries This Week [April 27, 2011]
  Wi-Fi Version Available in China on May 6
  - Pricing & Availability
- [A79] White iPhone Arrives Tomorrow [April 27, 2011]
  - Pricing & Availability
- [A80] Apple Q&A on Location Data [April 27, 2011]
  - Software Update
- [A81] Apple to Unveil Next Generation Software at Keynote Address on Monday, June 6 [May 31, 2011]
- [A82] Apple iWork Now Available For iPhone & iPod touch Users [May 31, 2011]
  - Pricing & Availability

[A83/1] Apple Releases Safari 5 [June 7, 2010]

[A83/2] Apple Updates Safari 5 [July 28, 2010]
Users Can Add New Features Through Extensions

- [A84] New Version of iOS Includes Notification Center, iMessage, Newsstand, Twitter Integration Among 200 New Features [June 6, 2011]
  Available to iPhone, iPad & iPod touch Users This Fall
  - Availability
- [A85] Apple Introduces iCloud [June 6, 2011]
  Free Cloud Services Beyond Anything Offered to Date
  - Pricing & Availability
- [A86] Letter from Steve Jobs [Aug 24, 2011]
- [A87] Steve Jobs Resigns as CEO of Apple [Aug 24, 2011]
  Tim Cook Named CEO and Jobs Elected Chairman of the Board
- [A88] Statement by Apple's Board of Directors [Oct 5, 2011]

- [A89] Photo: Celebration of Steve Jobs' Life [Oct 19, 2011]
- [A90] Apple Launches iPhone 4S, iOS 5 & iCloud [Oct 4, 2011]
  iPhone 4S Features Dual-Core A5 Chip, All New Camera, Full 1080p HD Video Recording & Introduces Siri
  - Pricing & Availability
- [A91]Apple to Launch iCloud on October 12 [Oct 4, 2011]
  Breakthrough Set of Free Cloud Services Includes iTunes in the Cloud, Photo Stream & Documents in the Cloud
  - Pricing & Availability
- [A92] iPhone 4S Pre-Orders Top One Million in First 24 Hours [Oct 10, 2011]
  - Pricing & Availability
- [A93] iPhone 4S First Weekend Sales Top Four Million [Oct 17, 2011]
  - Pricing & Availability
- [A94] iPhone 4S Arrives in Hong Kong & South Korea on November 11 [Nov 1, 2011]
  Pre-Orders Begin November 4
- [A95] Apple's Mac App Store Downloads Top 100 Million [Dec 12, 2011]
- [A96] Apple Launches iTunes Store in Brazil & Latin America [Dec 13, 2011]
  - Pricing & Availability
- [A97] iPhone 4S Arrives in China on January 13 [Jan 4, 2012]

since [A98] **Apple Unveils All-New iTunes U App for iPad, iPhone & iPod touch [Jan 19, 2012]**   →
Entire Courses from Top Universities Now Available in One App:

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.

- [A99] Apple Reinvents Textbooks with iBooks 2 for iPad [Jan 19, 2012]
  New iBooks Author Lets Anyone Create Stunning iBooks Textbooks
- [A100] Fair Labor Association Begins Inspections of Foxconn [Feb 13, 2012]
- [A101] Apple's App Store Downloads Top 25 Billion [March 5, 2012]
- [A102] Apple Launches New iPad [March 7, 2012]
  New iPad Features Retina Display, A5X Chip, 5 Megapixel iSight Camera & Ultrafast 4G LTE
  - Pricing & Availability
- [A103] Apple Brings 1080p High Definition to New Apple TV [March 7, 2012]
  New Apple TV Features iTunes Movies and TV Shows, Netflix, Photos & More in HD
  - Pricing & Availability
- [A104] New iPad Arrives in the US & Nine Additional Countries on Friday [March 14, 2012]
  - Pricing & Availability
- [A105] New iPad Tops Three Million [March 19, 2012]
- [A106] New iPad Arrives in South Korea & 11 Additional Countries This Week [April 16, 2012]
- [A107] Apple Previews iOS 6 With All New Maps, Siri Features, Facebook Integration, Shared Photo Streams & New Passbook App [June 11, 2012]
  Available to iPhone, iPad & iPod touch Users This Fall
  - Availability
- [A108] Apple Launches iTunes Store in Hong Kong, Singapore, Taiwan & Nine Additional Countries in Asia Today [June 27, 2012]
  - Pricing & Availability

[**Apple Reinvents the Phone with iPhone**](#) [**Jan** 9, 20**07**]

MACWORLD SAN FRANCISCO—January 9, 2007—Apple® today introduced iPhone, combining three products—a revolutionary mobile phone, a widescreen iPod® with touch controls, and a breakthrough Internet communications device with desktop-class email, web browsing, searching and maps—into one small and lightweight handheld device. iPhone introduces an entirely new user interface based on a large multi-touch display and pioneering new software, letting users control iPhone with just their fingers. iPhone also ushers in an era of software power and sophistication never before seen in a mobile device, which completely redefines what users can do on their mobile phones.

"iPhone is a revolutionary and magical product that is literally five years ahead of any other mobile phone," said Steve Jobs, Apple's CEO. "We are all born with the ultimate pointing device—our fingers—and iPhone uses them to create the most revolutionary user interface since the mouse."

iPhone is a Revolutionary Mobile Phone
iPhone is a revolutionary new mobile phone that allows users to make calls by simply pointing at a name or number. iPhone syncs all of your contacts from your PC, Mac® or Internet service such as Yahoo!, so that you always have your full list of up-to-date contacts with you. In addition, you can easily construct a favorites list for your most frequently made calls, and easily merge calls together to create conference calls.

iPhone's pioneering Visual Voicemail, an industry first, lets users look at a listing of their voicemails, decide which messages to listen to, then go directly to those messages without listening to the prior messages. Just like email, iPhone's Visual Voicemail enables users to immediately randomly access those messages that interest them most.

iPhone includes an SMS application with a full QWERTY soft keyboard to easily send and receive SMS messages in multiple sessions. When users need to type, iPhone presents them with an elegant touch keyboard which is predictive to prevent and correct mistakes, making it much easier and more efficient to use than the small plastic keyboards on many smartphones. iPhone also includes a calendar application that allows calendars to be automatically synced with your PC or Mac.

iPhone features a 2 megapixel camera and a photo management application that is far beyond anything on a phone today. Users can browse their photo library, which can be easily synced from their PC or Mac, with just a flick of a finger and easily choose a photo for their wallpaper or to include in an email.

iPhone is a quad-band GSM phone which also features EDGE and Wi-Fi wireless technologies for data networking. Apple has chosen Cingular, the best and most popular carrier in the US with over 58 million subscribers, to be Apple's exclusive carrier partner for iPhone in the US.

iPhone is a Widescreen iPod
iPhone is a widescreen iPod with touch controls that lets music lovers "touch" their music by easily scrolling through entire lists of songs, artists, albums and playlists with just a flick of a finger. Album artwork is stunningly presented on iPhone's large and vibrant display.

iPhone also features Cover Flow, Apple's amazing way to browse your music library by album cover artwork, for the first time on an iPod. When navigating your music library on iPhone, you are automatically switched into Cover Flow by simply rotating iPhone into its landscape position.

iPhone's stunning 3.5-inch widescreen display offers the ultimate way to watch TV shows and movies on a pocketable device, with touch controls for play-pause, chapter forward-backward and volume. iPhone plays the same videos purchased from the online iTunes® Store that users enjoy watching on their computers and iPods, and

will soon enjoy watching on their widescreen televisions using the new Apple TV™. The iTunes Store now offers over 350 television shows, over 250 feature films and over 5,000 music videos.

iPhone lets users enjoy all their iPod content, including music, audiobooks, audio podcasts, video podcasts, music videos, television shows and movies. iPhone syncs content from a user's iTunes library on their PC or Mac, and can play any music or video content they have purchased from the online iTunes store.

iPhone is a Breakthrough Internet Communications Device
iPhone features a rich HTML email client which fetches your email in the background from most POP3 or IMAP mail services and displays photos and graphics right along with the text. iPhone is fully multi-tasking, so you can be reading a web page while downloading your email in the background.

Yahoo! Mail, the world's largest email service with over 250 million users, is offering a new free "push" IMAP email service to all iPhone users that automatically pushes new email to a user's iPhone, and can be set up by simply entering your Yahoo! name and password. iPhone will also work with most industry standard IMAP and POP based email services, such as Microsoft Exchange, Apple .Mac Mail, AOL Mail, Google Gmail and most ISP mail services.

iPhone also features the most advanced and fun-to-use web browser on a portable device with a version of its award-winning Safari™ web browser for iPhone. Users can see any web page the way it was designed to be seen, and then easily zoom in to expand any section by simply tapping on iPhone's multi-touch display with their finger. Users can surf the web from just about anywhere over Wi-Fi or EDGE, and can automatically sync their bookmarks from their PC or Mac. iPhone's Safari web browser also includes built-in Google Search and Yahoo! Search so users can instantly search for information on their iPhone just like they do on their computer.

iPhone also includes Google Maps, featuring Google's groundbreaking maps service and iPhone's amazing maps application, offering the best maps experience by far on any pocket device. Users can view maps, satellite images, traffic information and get directions, all from iPhone's remarkable and easy-to-use touch interface.

iPhone's Advanced Sensors
iPhone employs advanced built-in sensors—an accelerometer, a proximity sensor and an ambient light sensor—that automatically enhance the user experience and extend battery life. iPhone's built-in accelerometer detects when the user has rotated the device from portrait to landscape, then automatically changes the contents of the display accordingly, with users immediately seeing the entire width of a web page, or a photo in its proper landscape aspect ratio.

iPhone's built-in proximity sensor detects when you lift iPhone to your ear and immediately turns off the display to save power and prevent inadvertent touches until iPhone is moved away. iPhone's built-in ambient light sensor automatically adjusts the display's brightness to the appropriate level for the current ambient light, thereby enhancing the user experience and saving power at the same time.

Pricing & Availability
iPhone will be available in the US in June 2007, Europe in late 2007, and Asia in 2008, in a 4GB model for $499 (US) and an 8GB model for $599 (US), and will work with either a PC or Mac. iPhone will be sold in the US through Apple's retail and online stores, and through Cingular's retail and online stores. Several iPhone accessories will also be available in June, including Apple's new remarkably compact Bluetooth headset.

iPhone includes support for quad-band GSM, EDGE, 802.11b/g Wi-Fi and Bluetooth 2.0 EDR wireless technologies.

iPhone requires a Mac with a USB 2.0 port, Mac OS® X v10.4.8 or later and iTunes 7; or a Windows PC with a USB 2.0 port and Windows 2000 (Service Pack 4), Windows XP Home or Professional (Service Pack 2). Internet access is required and a broadband connection is recommended. Apple and Cingular will announce service plans for iPhone before it begins shipping in June.

MACWORLD SAN FRANCISCO—January 9, 2007—Apple® and Cingular announced that Cingular, the largest wireless carrier in the US, will be Apple's exclusive US carrier partner for Apple's revolutionary iPhone unveiled today. As part of this multi-year partnership, Apple and Cingular are working together to provide innovative new features to mobile phone users, such as iPhone's pioneering and unique Visual Voicemail, a first on any mobile phone in the world.

"Apple chose Cingular because they are the best and most popular carrier in the US," said Steve Jobs, Apple's CEO. "We are thrilled to be offering our revolutionary new iPhone exclusively with Cingular, and look forward to working together with them to create some wonderful new features for our customers."

"By partnering with Apple, we are continuing our commitment to raising the bar for customers," said Stan Sigman, Cingular's president and CEO. "We think the iPhone is one of the most innovative devices ever created, and we look forward to letting our customers be the first in the world to experience the future of mobile phones."

iPhone's unique Visual Voicemail was co-developed by Apple and Cingular. Visual Voicemail makes voicemail as fast and convenient as email by allowing users to go directly to any of their voice messages without listening to any of the prior messages.

iPhone will be available in the US beginning in June 2007 in a 4GB model for $499 and an 8GB model for $599, and will work in combination with Apple's iTunes® running on either a PC or Mac®.

iPhone will be sold in the US through Apple's retail and online stores (www.apple.com), and through Cingular's retail and online stores (www.cingular.com).

Cingular wireless is the largest wireless carrier in the United States, serving 58.7 million customers. Cingular is solely owned by AT&T Inc. (NYSE: T), a premier communications holding company in the united states and worldwide. Cingular has the largest digital voice and data network in the nation—the Allover Network—and the largest mobile-to-mobile community of any national wireless carrier. Cingular is a leader in third generation wireless technology, featuring the first widely available HSDPA (high speed downlink packet access) service in the world. Cingular is the only US wireless carrier to offer Rollover, the wireless plan that lets customers keep their unused monthly minutes.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online store.

Cisco and Apple Reach Agreement on iPhone Trademark [Feb 21, 2007]

Cisco and Apple® today announced that they have resolved their dispute involving the "iPhone" trademark. Under the agreement, both companies are free to use the "iPhone" trademark on their products throughout the world. Both companies acknowledge the trademark ownership rights that have been granted, and each side will dismiss any pending actions regarding the trademark. In addition, Cisco and Apple will explore opportunities for interoperability in the areas of security, and consumer and enterprise communications. Other terms of the agreement are confidential.

100 Million iPods Sold [April 9, 2007]

Apple® today announced that the 100 millionth iPod® has been sold, making the iPod the fastest selling music player in history. The first iPod was sold five and a half years ago, in November 2001, and since then Apple has introduced more than 10 new iPod models, including five generations of iPod, two generations of iPod mini, two generations of iPod nano and two generations of iPod shuffle. Along with iTunes® and the iTunes online music store, the iPod has transformed how tens of millions of music lovers acquire, manage and listen to their music.

"At this historic milestone, we want to thank music lovers everywhere for making iPod such an incredible success," said Steve Jobs, Apple's CEO. "iPod has helped millions of people around the world rekindle their passion for music, and we're thrilled to be a part of that."

"It's hard to remember what I did before the iPod," said Mary J. Blige, GRAMMY Award-winning singer. "iPod is more than just a music player, it's an extension of your personality and a great way to take your favorite music with you everywhere you go."

"Without the iPod, the digital music age would have been defined by files and folders instead of songs and albums," said John Mayer, GRAMMY Award-winning singer-songwriter and guitarist. "Though the medium of music has changed, the iPod experience has kept the spirit of what it means to be a music lover alive."

The iPod has also sparked an unprecedented ecosystem of over 4,000 accessories made specifically for the iPod that range from fashionable cases to speaker systems, and more than 70 percent of 2007-model US automobiles currently offer iPod connectivity.

"I take my running shoes and my iPod with me everywhere," said Lance Armstrong, seven-time Tour de France champion. "I listen to music when I run. Having my music with me is really motivating."

Every iPod features seamless integration with iTunes 7. The iTunes Store (www.itunes.com) features the world's largest catalog with over five million songs, 350 television shows and over 400 movies. The iTunes Store has sold over 2.5 billion songs, 50 million TV shows and over 1.3 million movies, making it the world's most popular online music, TV and movie store.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and will enter the mobile phone market this year with its revolutionary iPhone.

[iPhone to Support Third-Party Web 2.0 Applications](#) [June 11, 2007]

Innovative New Way to Create Applications for iPhone

<mark>WWDC</mark> 2007, SAN FRANCISCO—June 11, 2007—Apple® today announced that its revolutionary iPhone™ will run applications created with Web 2.0 Internet standards when it begins shipping on June 29. Developers can create Web 2.0 applications which look and behave just like the applications built into iPhone, and which can seamlessly access iPhone's services, including making a phone call, sending an email and displaying a location in Google Maps. Third-party applications created using Web 2.0 standards can extend iPhone's capabilities without compromising its reliability or security.

"Developers and users alike are going to be very surprised and pleased at how great these applications look and work on iPhone," said Steve Jobs, Apple's CEO. "Our innovative approach, using Web 2.0-based standards, lets developers create amazing new applications while keeping the iPhone secure and reliable."

Web 2.0-based applications are being embraced by leading developers because they are far more interactive and responsive than traditional web applications, and can be easily distributed over the Internet and painlessly updated by simply changing the code on the developers' own servers. The modern web standards also provide secure data access and transactions, like those used with Amazon.com or online banking.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and will enter the mobile phone market this year with its revolutionary iPhone.

[iPhone Delivers Up to Eight Hours of Talk Time](#) [June 18, 2007]

Now Features Durable Glass Top Surface

Apple® today announced that iPhone™ will deliver significantly longer battery life when it ships on June 29 than was originally estimated when iPhone was unveiled in January. iPhone will feature up to 8 hours of talk time, 6 hours of Internet use, 7 hours of video playback or 24 hours of audio playback.* In addition, iPhone will feature up to 250 hours—more than 10 days—of standby time. Apple also announced that the entire top surface of iPhone, including its stunning 3.5-inch display, has been upgraded from plastic to optical-quality glass to achieve a superior level of scratch resistance and optical clarity.

"With 8 hours of talk time, and 24 hours of audio playback, iPhone's battery life is longer than any other 'Smartphone' and even longer than most MP3 players," said Steve Jobs, Apple's CEO. "We've also upgraded iPhone's entire top surface from plastic to optical-quality glass for superior scratch resistance and clarity. There has never been a phone like iPhone, and we can't wait to get this truly magical product into the hands of customers starting just 11 days from today."

iPhone introduces an entirely new user interface based on a revolutionary multi-touch display and pioneering new software that allows users to control iPhone with just a tap, flick or pinch of their fingers. iPhone combines three products into one small and lightweight handheld device—a revolutionary mobile phone, a widescreen iPod, and the Internet in your pocket with best-ever applications on a mobile phone for email, web browsing and maps. iPhone ushers in an era of software power and sophistication never before seen in a mobile device, which completely redefines what users can do on their mobile phones.

Pricing and Availability

iPhone will be available in the US on June 29, 2007 in a 4GB model for $499 (US) and an 8GB model for $599 (US),

and will work with either a PC or Mac®. iPhone will be sold in the US through Apple's retail and online stores, and through AT&T's select retail stores.

*All Battery claims are dependent upon network configuration and many other factors; actual results may vary. See www.apple.com/batteries for more information. Music capacity is based on four minutes per song and 128-Kbps AAC encoding; actual capacity varies by content.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and will enter the mobile phone market this year with its revolutionary iPhone.

YouTube Live on Apple TV Today; Coming to iPhone on June 29 [June 20, 2007]

Best YouTube Experience on a Mobile Device

Apple® today announced that iPhone™ users will be able to enjoy YouTube's originally-created content on their iPhones when they begin shipping on June 29. A new Apple-designed application on iPhone will wirelessly stream YouTube's content to iPhone over Wi-Fi or EDGE networks and play it on iPhone's stunning 3.5 inch display.

In addition, Apple announced that YouTube is now live on Apple TV™. Users can download the free software update using Apple TV's built-in software update feature, and then easily navigate through YouTube's familiar video browsing categories or search for specific videos. YouTube members can also log-in to their YouTube accounts on Apple TV to view and save their favorite videos.

"iPhone delivers the best YouTube mobile experience by far," said Steve Jobs, Apple's CEO. "Now users can enjoy YouTube wherever they are—on their iPhone, on their Mac or on a widescreen TV in their living room with Apple TV."

To achieve higher video quality and longer battery life on mobile devices, YouTube has begun encoding their videos in the advanced H.264 format, and iPhone will be the first mobile device to use the H.264-encoded videos. Over 10,000 videos will be available on June 29, and YouTube will be adding more each week until their full catalog of videos is available in the H.264 format this fall.

The combination of H.264-encoded videos plus iPhone's built-in Wi-Fi networking, stunning 3.5 inch display, and custom YouTube application with its multi-touch user interface results in the best YouTube experience on any mobile device.

Pricing & Availability
iPhone will include the built-in Apple-designed YouTube application when it is available in the US on June 29, 2007 in a 4GB model for $499 (US) and an 8GB model for $599 (US). iPhone will be sold in the US through Apple's retail and online stores, and through AT&T's retail stores.

Apple TV users can download the free software update using Apple TV's built-in software update feature.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and will enter the mobile phone market this year with its revolutionary iPhone.

[**Apple and AT&T Announce iTunes Activation and Sync for iPhone**](#) [June 26, 2007]

Already Familiar to Tens of Millions of iPod Users

Apple® and AT&T Inc. today announced that iPhone™ users will be able to activate their new iPhones using Apple's popular iTunes® software running on a PC or Mac® computer in the comfort and privacy of their own home or office, without having to wait in a store while their phone is activated. Activating iPhone takes only minutes as iTunes guides the user through simple steps to choose their service plan, authorize their credit and activate their iPhone. Once iPhone is activated, users can then easily sync all of their phone numbers and other contact information, calendars, email accounts, web browser bookmarks, music, photos, podcasts, TV shows and movies just like they do when they sync their iPods with iTunes.

"Users will be able to activate their new iPhone in the comfort and privacy of their own home or office, without having to wait in a store while their phone is activated," said Steve Jobs, Apple's CEO. "There are tens of millions of people in the US who already know how to sync their iPods with iTunes, and syncing their new iPhone with iTunes works the same way."

"iPhone's user-driven activation is another example of how AT&T and Apple have partnered to bring innovative new features to our customers," said Randall Stephenson, chairman and CEO, AT&T. "iPhone's innovative activation and sync is just one example of how this is going to be a real industry game-changer."

iPhone introduces an entirely new user interface based on a revolutionary multi-touch display and pioneering new software that allows users to control iPhone with just a tap, flick or pinch of their fingers. iPhone combines three products into one small and lightweight handheld device—a revolutionary mobile phone, a widescreen iPod, and the Internet in your pocket with best-ever applications on a mobile phone for email, web browsing and maps. iPhone ushers in an era of software power and sophistication never before seen in a mobile device, which completely redefines what users can do on their mobile phones.

Pricing & Availability
iPhone goes on sale at 6:00 p.m. (local time) on Friday, June 29 and will be sold in the US through Apple's retail and online stores and AT&T retail stores. iPhone will be available in a 4GB model for $499 (US) and an 8GB model for $599 (US), and will work with either a PC or Mac.

System Requirements
iPhone activation requires an Internet connection; an iTunes Store account or a major credit card; a valid Social Security number (as required by AT&T); the latest version of iTunes available at www.itunes.com and a PC or Mac with a USB 2.0 port and one of the following operating systems: Mac OS® X v10.4.10 or later; Windows XP Home or Professional with Service Pack 2 or later; or Windows Vista Home Premium, Business, Enterprise or Ultimate Edition. iPhone requires a new two-year AT&T service plan. Customers with existing AT&T accounts will have the option of keeping their existing phone number and upgrading their account to work with iPhone. See separate iPhone Service Plan press release for further details.

About Apple
Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and will enter the mobile phone market this year with its revolutionary iPhone.

About AT&T
AT&T Inc. is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies,

are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at http://www.att.com.

AT&T and Apple Announce Simple, Affordable Service Plans for iPhone [June 26, 2007]

All Plans Include Unlimited Data & Visual Voicemail

AT&T Inc. and Apple® today announced three simple, affordable service plans for iPhone™ which start at just $59.99 per month. All three plans include unlimited data, Visual Voicemail, 200 SMS text messages, roll-over minutes and unlimited mobile-to-mobile calling. With everything else already included, iPhone customers can easily choose the plan that's right for them based on the amount of voice minutes they plan to use each month. In addition, iPhone customers can choose from any of AT&T's standard service plans.

"AT&T has the largest voice and data network in America, the largest mobile-to-mobile calling community and the fewest dropped calls," said Randall Stephenson, chairman and CEO, AT&T. "AT&T has invested more than 16 billion dollars in its wireless network between 2005 and 2007, and iPhone customers will enjoy the best voice and data network in the nation."

"We want to make choosing a service plan simple and easy, so every plan includes unlimited data with direct Internet access, along with Visual Voicemail and a host of other goodies," said Steve Jobs, Apple's CEO. "We think these three plans give customers the flexibility to experience all of iPhone's revolutionary features at affordable and competitive prices."

All iPhone plans include Visual Voicemail, an industry first, which allows consumers to see a listing of their voicemails, decide which messages to listen to, then go directly to those messages without listening to previous messages. Just like email, Visual Voicemail on iPhone enables users to immediately and randomly access the messages that interest them most. Unlike most wireless plans that charge additional fees for new features, there are no additional fees for Visual Voicemail.

iPhone introduces an entirely new user interface based on a revolutionary multi-touch display and pioneering new software that allows users to control iPhone with just a tap, flick or pinch of their fingers. iPhone combines three products into one small and lightweight handheld device—a revolutionary mobile phone, a widescreen iPod®, and the Internet in your pocket with best-ever applications on a mobile phone for email, web browsing and maps. iPhone ushers in an era of software power and sophistication never before seen in a mobile device, which completely redefines what users can do on their mobile phones.

Pricing & Availability
iPhone goes on sale at 6:00 p.m. (local time) on Friday, June 29 and will be sold in the US through Apple's retail and online stores and AT&T retail stores. iPhone will be available in a 4GB model for $499 (US) and an 8GB model for $599 (US), and will work with either a PC or Mac®. All iPhone monthly service plans are available for individuals and families and are based on a new two-year service agreement with AT&T. Individual plans are priced at $59.99 for 450 minutes, $79.99 for 900 minutes and $99.99 for 1,350 minutes. All plans include unlimited data (email and web), Visual Voicemail, 200 SMS text messages, roll over minutes and unlimited mobile-to-mobile and a one-time activation fee of $36. Family plans are also available.

[iPhone Premieres This Friday Night at Apple Retail Stores](#) [June 28, 2007]

Free Workshops, Genius Bar Support and One to One Personal Training

Apple's revolutionary iPhone™ will go on sale this Friday, June 29 at 6:00 p.m. local time at Apple® retail stores nationwide. All 164 Apple retail stores in the US will stay open until midnight, and customers can purchase up to two iPhones on a first come, first served basis. Beginning Saturday morning, iPhone customers can learn how to get the most out of the iPhone with free, in-depth workshops offered throughout the day at all Apple retail stores. Every Apple retail store will offer support for iPhone at the Genius Bar and personal training through Apple's new One to One program.

"Apple retail stores were created for this moment—to let customers touch and experience a revolutionary new product," said Ron Johnson, Apple's senior vice president of Retail. "With our legendary Genius Bar support, free workshops and our One to One personal training, we're here to help customers get the most from their new iPhone."

iPhone introduces an entirely new user interface based on a revolutionary multi-touch display and pioneering new software that allows users to control iPhone with just a tap, flick or pinch of their fingers. iPhone combines three products into one small and lightweight handheld device—a revolutionary mobile phone, a widescreen iPod®, and the Internet in your pocket with best-ever applications on a mobile phone for email, web browsing and maps. iPhone ushers in an era of software power and sophistication never before seen in a mobile device, which completely redefines what users can do on their mobile phones.

Pricing and Availability
iPhone goes on sale in the US on June 29, 2007 at 6:00 p.m. local time through Apple's retail stores and AT&T's select retail stores. Apple's online store will be taking orders for iPhone beginning at 6:00 p.m. PDT. iPhone will be available in a 4GB model for $499 (US) and an 8GB model for $599 (US), and will work with either a PC or Mac®. Beginning June 30 and continuing through the summer, Apple Stores in the US will open early at 9:00 a.m. for iPhone sales. Customers can check iPhone availability at their local Apple retail store starting at 9:00 p.m. the night before at www.apple.com/retail.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and will enter the mobile phone market this year with its revolutionary iPhone.

[Apple Sells One Millionth iPhone](#) [Sept 10, 2007]

Apple® today announced it sold its one millionth iPhone™ yesterday, just 74 days after its introduction on June 29. iPhone combines three devices into one—a mobile phone, a widescreen iPod®, and the best mobile Internet device ever—all based on Apple's revolutionary multi-touch interface and pioneering software that allows users to control iPhone with just a tap, flick or pinch of their fingers.

"One million iPhones in 74 days—it took almost two years to achieve this milestone with iPod," said Steve Jobs, Apple's CEO. "We can't wait to get this revolutionary product into the hands of even more customers this holiday season."

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market this year with its revolutionary iPhone.

[iTunes Store Tops Three Billion Songs](#) [July 31, 2007]

Apple® today announced that more than three billion songs have been purchased and downloaded from the iTunes® Store (www.itunes.com). iTunes is the world's most popular online music, TV and movie store featuring a catalog of over five million songs, 550 television shows and 500 movies. iTunes recently surpassed Amazon and Target to become the third largest music retailer in the US.*

"We'd like to thank all of our customers who have contributed to this incredible milestone," said Eddy Cue, Apple's vice president of iTunes.

With Apple's legendary ease of use, pioneering features such as Cover Flow™, integrated podcasting support, iMix playlist sharing, seamless integration with iPod® and iPhone™, and the ability to turn previously purchased songs into completed albums at reduced prices, the iTunes Store is the best way for PC and Mac® users to legally discover, purchase and download music and video online.

*Based on data from market research firm the NPD Group's MusicWatch survey, which captures consumer reported past week unit purchases equivalized so that one CD equals 12 tracks, excluding wireless transactions.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market this year with its revolutionary iPhone.

[Apple Announces Hit Television Programming Now Available on the iTunes Store in the UK](#) [Aug 29, 2007]

The Walt Disney Company's ABC Studios & Disney Channel, MTV, Nickelodeon & Paramount Comedy Offer Wide Range of Programs on iTunes

Apple® today announced that hit television programming from ABC Studios, Disney Channel, MTV, Nickelodeon and Paramount Comedy is now available for £1.89 an episode from the iTunes® Store in the UK (www.apple.com/uk/itunes/). iTunes customers can choose from a wide range of popular primetime programming including the Emmy Award-winning series "Lost," "Desperate Housewives," "Grey's Anatomy," "Ugly Betty" and locally-produced UK series such as MTV's "Barrio 19," Nickelodeon's "Genie in the House" and Paramount Comedy's "Comedy Blue." The iTunes Store in the UK currently offers 28 television programs for purchase and download which can be viewed on a PC or Mac®, fifth generation iPod®, or on a widescreen TV with Apple TV™.

"We're thrilled to bring TV programming to the iTunes Store in the UK," said Eddy Cue, Apple's vice president of iTunes. "We've got 28 shows and expect to continue to add more great programming."

The complete list of television programming on the iTunes Store in the UK includes:

- Disney's ABC Studios' dramas and comedy-dramas "Lost," "Desperate Housewives," "Grey's Anatomy," "Ugly Betty," "Commander in Chief" and "Night Stalker;"
- Disney Channel's renowned children's programming including "American Dragon: Jake Long," "Kim Possible," "That's So Raven," "The Suite Life of Zack and Cody" and Playhouse Disney titles "Handy Manny," "Little Einsteins" and "Mickey Mouse Clubhouse;"
- MTV's reality favorites "Pimp My Ride," "Barrio 19," "Bam's Unholy Union," "Laguna Beach," and "My Sweet Sixteen;"
- Nickelodeon children's programming "Avatar: The Legend of Aang," "Drake and Josh," "Dora the Explorer," "Genie in the House" and "SpongeBob SquarePants;" and
- Paramount Comedy hits "South Park," "Comedy Blue," "Jongleurs Unleashed: Part I," "That 70's Show" and "The World Stands Up."

With Apple's legendary ease of use, pioneering features such as Cover Flow, integrated podcasting support, iMix playlist sharing, seamless integration with iPod and iPhone™, and the ability to turn previously purchased songs into completed albums at reduced prices, the iTunes Store is the best way for PC and Mac users to legally discover, purchase and download music and video online.

Pricing & Availability
iTunes 7 for Mac and Windows includes the iTunes Store and is available as a free download from www.apple.com/uk/itunes/. Purchase and download of songs and videos from the iTunes Store requires a valid credit card from a financial institution in the country of purchase. Television shows are available in the US and UK only, and video availability varies by country. Television shows are £1.89 per episode in the UK. TV shows from the iTunes Store are downloaded in near-DVD quality at a resolution of 640x480 (up to 480, depending on the aspect ratio) and can be viewed on a computer, fifth generation iPod or widescreen TV with Apple TV.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market this year with its revolutionary iPhone.

Apple Unveils the iTunes Wi-Fi Music Store [Sept 5, 2007]

Wireless Music Downloads Directly to iPod touch & iPhone
Custom Ringtone Maker Now Built into iTunes

Apple® today unveiled the iTunes® Wi-Fi Music Store, offering music fans the ability to browse, search, preview, purchase and download songs and albums from the iTunes Music Store over a Wi-Fi network directly onto their iPod® touch or iPhone™. With the iTunes Wi-Fi Music Store, music fans can start enjoying their music purchases immediately on their iPod touch or iPhone with no computer required. Once they connect their iPod touch or iPhone back to their PC or Mac®, downloaded music will automatically sync back into their iTunes library. If users have only partially downloaded a song or album onto their iPod touch or iPhone, their computer will complete the download automatically. Prices and selection on the iTunes Wi-Fi Music Store are the same as on the regular iTunes Store.

"The iTunes Wi-Fi Music Store is really fun—you can browse, search, freely preview, buy and instantly download music right onto your iPod touch or iPhone," said Steve Jobs, Apple's CEO. "Innovative products like this keep iTunes at the forefront of the digital music revolution."

In addition, iTunes customers will now be able to create custom ringtones by selecting up to a 30-second segment from over a million participating songs on iTunes and easily sync them onto their iPhone. Once a customer has purchased a participating song from iTunes, including previously purchased participating songs, it will only cost 99 cents to make up to a 30-second segment of that song into a ringtone and easily sync it onto their iPhone. Customers can personalize their ringtones by choosing which portion of the song they want to use, and setting custom fade in and fade out points. iPhone users can assign a custom ringtone to be their default ringtone and they can also assign them to individual callers in their address book. Customers still have full use of the originally purchased song.

Apple today also released the next generation of the world's most popular music and video jukebox, iTunes 7.4, now available as a free download at www.iTunes.com. iTunes 7.4 includes a larger viewing area for movies and TV, filling the entire iTunes window for a richer, seamless video playback experience that looks better than ever. You can now rate entire albums as well as individual songs.

The iTunes Store is the world's most popular online music, TV and movie store and has become the number three music retailer in the US, surpassing both Amazon and Target.* The iTunes Store features the world's largest catalog with over six million songs, 550 television shows and over 500 movies and has sold over three billion songs, 100 million TV shows and over two million movies.

Pricing & Availability

Both the new iTunes Wi-Fi Music Store and custom iTunes ringtones for iPhone will be available later this month. iTunes 7.4 is available immediately as a free download at www.itunes.com. Music purchased from the iTunes Wi-Fi Music Store is priced the same as music from the iTunes store. Ringtones are available for an additional 99 cents for participating songs that have previously been purchased from iTunes. Internet access is required and a broadband connection is recommended, fees may apply. The iTunes Store is not available in all countries.

* Based on data from market research firm the NPD Group's MusicWatch survey that captures consumer reported past week unit purchases equivalized so that one CD equals 12 tracks, excluding wireless transactions.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market this year with its revolutionary iPhone.

iTunes Plus Now Offers Over Two Million Tracks at Just 99 Cents [Oct 17, 2007]

DRM-Free Tracks with Higher Quality 256 kbps AAC Encoding

Apple® today announced that it has expanded its iTunes® Plus offering to over two million tracks and lowered the price of all iTunes Plus tracks to just 99 cents. All iTunes Plus tracks feature DRM-free music with high quality 256 kbps AAC encoding for audio quality virtually indistinguishable from the original recordings (www.itunes.com). The iTunes Plus catalog is now the largest DRM-free catalog in the world, and includes artists from Sub Pop, Nettwerk, IODA, The Orchard and many others, along with EMI's digital catalog.

"iTunes Plus has been incredibly popular with our customers and now we're making it available at an even more affordable price," said Eddy Cue, Apple's vice president of iTunes. "We're adding over two million tracks from key independent labels in addition to EMI's digital catalog and look forward to even more labels and artists making their music available on iTunes Plus."

EMI began offering their catalog on iTunes Plus earlier this year, and their impressive selection has grown to include singles and albums from the Rolling Stones, Pink Floyd, Norah Jones, Frank Sinatra and the solo catalogs of all four Beatles.

With the expansion of iTunes Plus, customers can now download tracks from a variety of labels without limitations on the type of music player or number of computers that purchased songs can be played on. iTunes Plus songs purchased from the iTunes Store will play on all iPods, iPhone™, Windows or Mac® computers, widescreen TVs with Apple TV™, as well as many other digital music players.

The iTunes Store is the world's most popular online music, TV and movie store and has become the number three music retailer in the US, surpassing both Amazon and Target.* The iTunes Store features the world's largest catalog with over six million songs, 550 television shows and over 500 movies and has sold over three billion songs, 100 million TV shows and over two million movies.

With Apple's legendary ease of use, pioneering features such as integrated podcasting support, iMix playlist sharing, seamless integration with iPod® and iPhone and the ability to turn previously purchased songs into completed albums at a reduced price, the iTunes Store is the best way for PC and Mac users to legally discover, purchase and download music and video online.

* Based on data from market research firm the NPD Group's MusicWatch survey that captures consumer reported past week unit purchases equivalized so that one CD equals 12 tracks, excluding wireless transactions.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market this year with its revolutionary iPhone.

[**Apple Sets iPhone Price at $399 for this Holiday Season**](#) [Sept 5, 2007]

Apple® today announced that it is on track to sell its one millionth iPhone™ before the end of September, and to make iPhone affordable for even more customers this holiday season, it is lowering the price of the most popular iPhone model with 8GB of storage <mark>from $599 to just $399</mark>.

"The surveys are in and iPhone customer satisfaction scores are higher than we've ever seen for any Apple product," said Steve Jobs, Apple's CEO. "We've clearly got a breakthrough product and we want to make it affordable for even more customers as we enter this holiday season."

<mark>The 8GB iPhone is available immediately for $399 in the US</mark> through Apple's retail and online stores and AT&T retail stores. The iPhone 4GB model will be sold while supplies last.

This press release contains a forward-looking statement about the Company's expected iPhone sales that involves risks and uncertainties, and actual results may differ. These risks and uncertainties include those found in the Company's public reports filed with the SEC, including the Company's Form 10-K for the fiscal year ended September 30, 2006, and its Forms 10-Q for the quarters ended December 30, 2006, March 31, 2007 and June 30, 2007. The Company assumes no obligation to update any forward-looking statements or information, which speak as of their respective dates.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market this year with its revolutionary iPhone.

[**Apple Enhances Revolutionary iPhone with Software Update**](#) [Jan 15, 2008]

MACWORLD SAN FRANCISCO—January 15, 2008—Apple® today announced a free software update for its revolutionary iPhone™ that allows users to automatically find their location using the redesigned Maps application*; text message multiple people in one message; create Web Clips for their favorite websites; customize their home screen; and watch movies rented from the new iTunes® Movie Rentals right on their iPhone. With its revolutionary multi-touch user interface and pioneering software, users can easily add significant new features to their iPhone through software updates whenever an update becomes available. New iPhone products shipping from the factory will include the software update and existing iPhone customers will automatically get the update for free when they sync their iPhone with iTunes (www.itunes.com).

"iPhone doesn't stand still—we're making it better and better all the time," said Steve Jobs, Apple's CEO. "We've delighted millions of users with this revolutionary and magical product and it's great to share these improvements with them."

Maps, one of the most popular and helpful applications on iPhone, has a new interface that is simpler and easier to use and adds incredible new features such as the ability to find your location automatically. With just the tap of a button, iPhone can now triangulate your position using nearby Wi-Fi base stations or cellular towers. You can use this as a starting or ending point for directions or to find local points of interest. The new hybrid map view combines map view and satellite view so you can see major street names overlaid on satellite imagery.

Users can now create Web Clips—icons on the home screen that take you directly to your favorite websites, including to the exact spot you have zoomed into. Web Clips are a great way to easily track websites that you frequently check such as news, blogs, sports sites and movie listings. In addition, users can now customize their home screen by repositioning any of the icons, and even create up to nine different home screens that they can easily flick between.

iPhone's new software update also adds the ability to send the same SMS text message to multiple people, and iPhone saves a history of your text messages, so with one tap you can send a new message to the same group.

With Apple's new iTunes Movie Rentals, movie fans can rent movies on their computer, easily and quickly transfer them to their iPhone, and watch them anywhere on iPhone's gorgeous 3.5 inch screen. Users can also now navigate forward or backward through their movies by chapters, select alternate language tracks and view subtitles, if available.

Pricing & Availability

The iPhone software update 1.1.3 is available immediately for free via iTunes 7.5 or later for all existing iPhone customers in the US, UK, Germany and France. New iPhone products shipping from the factory will include the software update and existing iPhone customers will automatically get the update for free when they sync their iPhone with iTunes (www.itunes.com). iTunes Movie Rentals are available in the US only. Further information for iPhone can be found at www.apple.com/iphone.

*Availability and precision of Maps positioning features will vary depending on actual location.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market this year with its revolutionary iPhone.

Apple Adds New iPhone & iPod touch Models [Feb 5, 2008]

Apple® today added new models of the iPhone™ and iPod® touch which have double the memory, doubling the amount of music, photos and videos that customers can carry with them wherever they go. The revolutionary iPhone now comes in a new 16GB model for $499, joining the 8GB model for $399. iPod touch now comes in a 32GB model for $499, joining the 16GB model for $399 and the 8GB model for $299.

"For some users, there's never enough memory," said Greg Joswiak, Apple's vice president of Worldwide iPod and iPhone Product Marketing. "Now people can enjoy even more of their music, photos and videos on the most revolutionary mobile phone and best Wi-Fi mobile device in the world."

Both iPhone and iPod touch feature Apple's revolutionary Multi-Touch™ user interface and pioneering software that allows users to find and enjoy all their music, videos, photos and more with just a touch of their finger. All iPhone and iPod touch models include the latest software enhancements announced last month including the ability to automatically find your location using the new Maps application*; create Web Clips for your favorite websites; customize your home screen and watch movies from the new iTunes® Movie Rentals. Both iPhone and iPod touch feature the world's most advanced mobile web browser in the world with Safari™ and great mobile applications including Mail, Maps, Stocks, Weather and Notes.

Pricing & Availability The new 16GB iPhone is available immediately for a suggested retail price of $499 (US) through the Apple Store® (www.apple.com), Apple's retail stores and AT&T retail and online stores. The 32GB iPod touch is available worldwide immediately for a suggested retail price of $499 (US) through the Apple Store (www.apple.com), Apple's retail stores and Apple Authorized Resellers. iTunes Movie Rentals are available in the US only. iPhone and iPod touch require a Mac® with a USB 2.0 port, Mac OS® X 10.4.10 or later and iTunes 7.6; or a Windows PC with a USB 2.0 port and Windows Vista or Windows XP Home or Professional (Service Pack 2) or later and iTunes 7.6.

*Availability and precision of Maps positioning features will vary depending on actual location.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**Apple Announces iPhone 2.0 Software Beta**](#) [March 6, 2008]

Includes SDK & Built-in Microsoft Exchange ActiveSync

Apple® today previewed its iPhone™ 2.0 software, scheduled for release this June, and announced the immediate availability of a beta release of the software to selected developers and enterprise customers. The iPhone 2.0 beta release includes both the iPhone Software Development Kit (SDK) as well as new enterprise features such as support for [Microsoft Exchange ActiveSync](#) to provide secure, over-the-air push email, contacts and calendars as well as remote wipe, and the addition of Cisco IPsec VPN for encrypted access to private corporate networks.

"We're excited about creating a vibrant third party developer community with potentially thousands of native applications for iPhone and iPod touch," said Steve Jobs, Apple's CEO. "iPhone's enterprise features combined with its revolutionary Multi-Touch user interface and advanced software architecture provide the best user experience and the most advanced software platform ever for a mobile device."

The iPhone SDK provides developers with a rich set of Application Programming Interfaces (APIs) and tools to create innovative applications for iPhone and iPod® touch. Starting today, anyone can download the beta iPhone SDK for free and run the iPhone Simulator on their Mac®. Apple today also introduced its new iPhone Developer Program, giving developers everything they need to create native applications, and the new App Store, a breakthrough way for developers to wirelessly deliver their applications to iPhone and iPod touch users.

With the iPhone SDK, third party developers will be able to build native applications for the iPhone with a rich set of APIs, including programming interfaces for Core OS, Core Services, Media and Cocoa Touch technologies. The iPhone SDK will allow developers to create amazing applications that leverage the iPhone's groundbreaking Multi-Touch™ user interface, animation technology, large storage, built-in three-axis accelerometer and geographical location technology to deliver truly innovative mobile applications.

Apple has licensed Exchange ActiveSync from Microsoft and is building it right into the iPhone, so that iPhone will connect out-of-the-box to Microsoft Exchange Servers 2003 and 2007 for secure over-the-air push email, contacts, calendars and global address lists. Built-in Exchange ActiveSync support also enables security features such as remote wipe, password policies and auto-discovery. The iPhone 2.0 software supports Cisco IPsec VPN to ensure the highest level of IP-based encryption available for transmission of sensitive corporate data, as well as the ability to authenticate using digital certificates or password-based, multi-factor authentication. The addition of WPA2 Enterprise with 802.1x authentication enables enterprise customers to deploy iPhone and iPod touch with the latest standards for protection of Wi-Fi networks.

The iPhone 2.0 software provides a configuration utility that allows IT administrators to easily and quickly set up many iPhones, including password policies, VPN setting, installing certificates, email server settings and more. Once the configuration is defined it can be easily and securely delivered via web link or email to the user. To install, all the user has to do is authenticate with a user ID or password, download the configuration and tap install. Once installed, the user will have access to all their corporate IT services.

The iPhone 2.0 software release will contain the App Store, a new application that lets users browse, search, purchase and wirelessly download third party applications directly onto their iPhone or iPod touch. The App Store enables developers to reach every iPhone and iPod touch user. Developers set the price for their applications—including free—and retain 70 percent of all sales revenues. Users can download free applications at no charge to either the user or developer, or purchase priced applications with just one click. Enterprise customers will be able to create a secure, private page on the App Store accessible only by their employees. Apple will cover all credit card, web hosting, infrastructure and DRM costs associated with offering applications on the App Store. Third party iPhone and iPod touch applications must be approved by Apple and will be available exclusively through the App Store.

The iPhone SDK provides a reliable, fast and secure way to create innovative applications for the iPhone and iPod touch. In addition to the rich set of iPhone OS APIs, the iPhone SDK also provides advanced tools for creating native iPhone and iPod touch applications including: Xcode® for source code editing, project management and graphical debugging; Interface Builder with drag and drop interface creation and live preview; Instruments to monitor and optimize iPhone application performance in real time; and the iPhone Simulator to run and debug applications.

During the beta iPhone SDK program, a limited number of developers will be accepted into Apple's new iPhone Developer Program and offered the ability to get code onto iPhones for testing. The Standard Program costs $99 (US) per year and gives members an iPhone SDK and development tools; access to pre-release iPhone software; technical support; the ability to get code onto iPhones for testing; and distribution of applications via the new App Store. The Enterprise Program costs $299 (US) per year.

In addition to these new iPhone network and security features, the beta iPhone 2.0 software provides several new Mail features such as the ability to view PowerPoint attachments, in addition to Word and Excel, as well as the ability to mass delete and move email messages.

Pricing & Availability

Apple plans to release the final iPhone 2.0 software, including the iPhone SDK and new enterprise features, as a free software update for all iPhone customers by the end of June. Third party applications created for the iPhone will also run on the iPod touch, and iPod touch users will be required to purchase a software update to run these applications. The free beta iPhone SDK is available immediately worldwide and can be downloaded at developer.apple.com/iphone/program. The iPhone Developer Program will initially be available in the US and will expand to other countries in the coming months. Apple is accepting applications beginning today from enterprise customers who would like to join the private iPhone Enterprise Beta Program (www.apple.com/iphone/enterprise).

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

iPhone SDK Downloads Top 100,000 [March 12, 2008]

Apple® today announced that more than 100,000 iPhone™ developers have downloaded the beta iPhone Software Development Kit (SDK) in the first four days since its launch on March 6. The iPhone SDK provides developers with the same rich set of Application Programming Interfaces (APIs) and tools that Apple uses to create its native applications for iPhone and iPod® touch.

"Developer reaction to the iPhone SDK has been incredible with more than 100,000 downloads in the first four days," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "Also, over one million people have watched the launch video on Apple.com, further demonstrating the incredible interest developers have in creating applications for the iPhone."

Apple also previewed the new App Store, a breakthrough way for developers to wirelessly deliver their applications to every iPhone and iPod touch user. Developers set the price for their applications—including free—and retain 70 percent of all sales revenues.

Leading developers such as AOL, Electronic Arts, Epocrates, salesforce.com and Sega have already demonstrated amazing applications using the SDK, and developer response continues to be phenomenal with more developers embracing the platform.

"The iPhone SDK gives us the tools we need to create powerful iPhone applications and is an important part of our overall mobile strategy," said Rick Jensen, senior vice president, Small Business Group at Intuit. "We're excited that the iPhone expands the ways our customers can solve key financial tasks wherever they might be."

"We're very excited about Apple's new SDK and reaching every iPhone user through the new App Store," said Scott Rubin, vice president, Sales and Marketing, Namco Networks. "We can't wait to show off great new versions of arcade classics like PAC-MAN and Galaga that use the revolutionary features of the iPhone and iPod touch."

"Apple's tools have provided our development team the flexibility to make the SuitePhone application richer and deeper," said Luke Braud, vice president, Software Development, NetSuite. "NetSuite is excited at the opportunity to give every iPhone customer access to their critical business data anytime, anywhere."

"Apple's become an important mobile game platform with the iPhone SDK," said Jason Kapalka, co-founder and Chief Creative Officer, PopCap. "The new SDK gives us the tools to innovate and reinvent games like Bejeweled, Zuma and Peggle. With the new App Store we can reach every iPhone and iPod touch user on the planet."

"Seventy percent of the retail price is hands-down the best deal out there in mobile. It's simple and motivating for developers," said Wayne B. Yurtin, president and CEO, Rocket Mobile, Inc. "We can't wait to get our first iPhone applications on the revolutionary App Store."

"Six Apart pioneered the mobile blogging experience with an iPhone-optimized blog service," said Chris Alden, CEO, Six Apart. "We're taking it to the next level with our native iPhone application for TypePad that's already in development."

"The iPhone is the mobile platform game developers have been dreaming of," said Scott Zerby, vice president, THQ Wireless. "We're looking at how we can use the iPhone's innovative user interface to create new game experiences for our big brand entertainment partners that consumers love."

Pricing & Availability
The free beta iPhone SDK is available immediately worldwide and can be downloaded at[developer.apple.com/iphone/program](developer.apple.com/iphone/program). The iPhone Developer Program will initially be available in the US and will expand to other countries in the coming months. A QuickTime® video of the iPhone roadmap event is available to view atwww.apple.com/quicktime/qtv/iphoneroadmap.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

iPhone SDK Downloads Top 250,000 [June 9, 2008]

New App Store Available in 62 Countries

Apple® today announced that downloads of its iPhone™ SDK (Software Development Kit) have topped more than 250,000 since its launch on March 6. The iPhone SDK provides developers with the same rich set of Application Programming Interfaces (APIs) and tools that Apple uses to create its native applications for iPhone. Apple today also announced that its amazing new App Store will be available in 62 countries bringing a breakthrough way for developers to wirelessly deliver their applications directly to iPhone and iPod® touch users around the world. Users can download applications wirelessly and start using them immediately.

"Developer reaction to the features, power and simplicity of the iPhone SDK has been incredible," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "We are seeing some truly amazing native apps from our developers and think users are going to love the breadth and depth of the applications available from the App Store."

Leading developers such as AOL, Cisco, eBay, Electronic Arts, Epocrates, TypePad, Salesforce.com and Sega have demonstrated impressive native applications developed using the iPhone SDK.

"The SDK allowed us to build a groundbreaking new AIM client in record time," said Kevin Conroy, executive vice president, AOL. "The platform's elegance and ease of use has inspired our developers to create innovative new web and SDK based experiences for iPhone and iPod touch."

"The iPhone SDK has given us an excellent set of tools and APIs to create mobile extensions for FIM's entire portfolio of web brands including MySpace, IGN and Photobucket in the near term, and other properties such as FOXSports.com down the road," said John Smelzer, senior vice president of Mobile for Fox Interactive Media. "The popularity of the iPhone, along with the high demand for applications, gives us an amazing opportunity to create groundbreaking mobile experiences."

"Cocoa-touch is a compact and robust application framework that handles all the heavy lifting for developers so they can concentrate on building their applications in record time with the legendary Apple finesse we've come to expect," said David Krantz, president of YELLOWPAGES.COM." iPhone has been a game changer since it launched, and the availability of our YELLOWPAGES.COM application on the App Store is going to make a great device even better."

"As mobile developers with primarily J2ME and BREW experience, we were up and running with the iPhone within two weeks," said Jonathan Backer, manager of Mobile Engineering, The Walt Disney Company. "The hardware is stable and full-featured, while the software development tools are intuitive and represent a level of polish rarely seen in the mobile arena."

"Since the launch of the iPhone we have seen a steady rise in traffic to the MLB.com mobile site so it made perfect sense to develop a rich client application for the App Store," said Adam Ritter, vice president, Wireless Major League Baseball, Advanced Media. "Our development staff was excited to work on an iPhone application and reported that the SDK was robust and straight forward and contained helpful development tools. All combined we were able to expedite our development and deliver an application we know baseball fans will enjoy."

Pricing & Availability
The free beta iPhone SDK can be downloaded at developer.apple.com/iphone/program. Membership to the iPhone Developer Program is available worldwide. Developers set the price for their applications—including free—and retain 70 percent of all sales revenues.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[Apple Executives to Showcase Mac OS X Leopard and OS X iPhone Development Platforms at WWDC 2008 Keynote](#) [May 13, 2008]

Apple® today announced that a team of Apple executives, led by CEO Steve Jobs, will kick off the company's annual Worldwide Developers Conference (WWDC) with a keynote address beginning at 10:00 a.m. on Monday, June 9, 2008 at San Francisco's Moscone West. This year's WWDC will showcase two revolutionary development platforms, the ground-breaking innovations of OS X Leopard® and OS X iPhone™, the world's most advanced mobile operating system.

The five-day WWDC event, which runs from June 9 to June 13, will feature the first ever iPhone track for mobile developers with in-depth sessions and hands-on labs to fully explore the capabilities of the OS X iPhone 2.0 software, including the iPhone SDK and the App Store, a breakthrough way for developers to wirelessly deliver their applications to iPhone and iPod® touch users.

The iPhone track will also enable mobile developers to work side by side with Apple engineers to create amazing applications that leverage iPhone's revolutionary Multi-Touch™ user interface, animation technology, rich set of APIs, including programming interfaces for Core OS, Core Services, Media and Cocoa® Touch technologies, built-in three axis accelerometer and geographical location technology to deliver truly innovative mobile applications.

This year's Mac® track will give newcomers and seasoned veterans alike the technical foundation and techniques needed to develop world-class OS X Leopard applications with sessions that discuss every level of the system, including interface design and implementation, application frameworks, security, localization and networking.

WWDC 2008 will offer over 150 information-rich sessions and labs where Apple engineers will go in-depth on the innovative technologies that power OS X iPhone and OS X Leopard. Developers can bring code to the labs and work one-to-one with Apple engineers, applying development methods and best-practices gained from sessions to enhance their applications.

Other activities at Apple's WWDC 2008 include:

- presentation sessions led by engineers that provide an in-depth look at OS X iPhone, OS X Leopard and innovative tools and technologies such as the iPhone SDK, Cocoa Touch, Interface Builder, Xcode® and more;
- practical hands-on sessions where attendees can learn Apple's own coding strategies and techniques;
- technology labs where attendees can work one-to-one with Apple engineers; and
- special events, including the Welcome Reception, Apple Design Awards, Lunchtime Speakers and Stump the Experts.

Visit Apple's WWDC website for registration and complete session details at http://developer.apple.com/wwdc. Members of the media and industry analysts are invited to attend the keynote presentation and can register by contacting Simon Pope atsimonp@apple.com.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[Apple Introduces the New iPhone 3G](#) [June 9, 2008]

Twice as Fast at Half the Price

Apple® today introduced the new iPhone™ 3G, combining all the revolutionary features of iPhone with 3G networking that is twice as fast* as the first generation iPhone, built-in GPS for expanded location based mobile services, and iPhone 2.0 software which includes support for Microsoft Exchange ActiveSync and runs the hundreds of third party applications already built with the recently released iPhone SDK. In the US the new iPhone 3G is priced at a stunning $199 for the 8GB model, and just $299 for the 16GB model.** iPhone 3G will be available in more than 70 countries later this year, beginning with customer availability in 22 countries—Australia, Austria, Belgium,

Canada, Denmark, Finland, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, UK and the US—on July 11.

"Just one year after launching the iPhone, we're launching the new iPhone 3G that is twice as fast at half the price," said Steve Jobs, Apple's CEO. " iPhone 3G supports Microsoft Exchange ActiveSync right out of the box, runs the incredible third party apps created with the iPhone SDK, and will be available in more than 70 countries around the world this year."

iPhone 3G gives users ever faster access to the Internet and email over their cellular network with quad-band GSM and tri-band HSDPA for voice and data connectivity around the world. iPhone 3G supports Wi-Fi, 3G and EDGE networks and automatically switches between them to ensure the fastest possible download speeds. The new iPhone 3G also makes it easier to multi-task with simultaneous voice and data communications, so with iPhone 3G you can browse the web, get map directions, or check your email while you are on a call.

iPhone 3G includes the new iPhone 2.0 software with both the iPhone SDK and key enterprise features such as support for Microsoft Exchange ActiveSync to provide over-the-air push email, contact and calendar syncing as well as remote wipe and Cisco IPsec VPN for encrypted access to corporate networks. The iPhone SDK allows developers to create amazing applications that leverage the iPhone's groundbreaking Multi-Touch™ user interface, animation technology, accelerometer and GPS technology on the world's most advanced mobile platform.

iPhone 3G includes the new App Store, providing iPhone users with native applications in a variety of categories including games, business, news, sports, health, reference and travel. The App Store on iPhone works over cellular networks and Wi-Fi, which means it is accessible from just about anywhere, so you can purchase and download applications wirelessly and start using them instantly. Some applications are even free and the App Store notifies you when application updates are available. The App Store will be available in 62 countries at launch.

Additional features available with the iPhone 2.0 software include the ability to do real-time mapping and track your progress with GPS technology, mass move and delete multiple email messages, search for contacts, access a new scientific calculator, turn on parental control restrictions for specified content, save images directly from a web page or email them to your iPhone and easily transfer them back to your photo library on your Mac® or PC. iPhone 3G delivers an amazing 10 hours of talk time on 2G networks and 5 hours using 3G, with up to 5 to 6 hours of web browsing, up to 7 hours for video playback and up to 24 hours for audio playback.

iPhone 3G takes advantage of MobileMe™, a new Internet service that pushes email, contacts, and calendars from an online "cloud" to native applications on iPhone, iPod® touch, Macs and PCs. With MobileMe email, messages are pushed instantly to iPhone, removing the need to manually check email and wait for downloads, and push keeps contacts and calendars continuously up-to-date so changes made on one device are automatically updated on other devices. With iPhone, you can even snap a photo and post it directly to a MobileMe Gallery to share with friends and family.

iPhone 3G will be available in the US on July 11 for a suggested retail price of $199 (US) for the 8GB model and $299 (US) for the 16GB model in both Apple and AT&T's retail stores and requires a new two year contract with AT&T for qualifying customers. iPhone 2.0 software will be available on July 11 as a free software update via iTunes® 7.7 or later for all iPhone customers. For further information about iPhone 3G pricing and availability in the US and internationally, visit www.apple.com/iphone.

*Based on 3G and EDGE testing. Actual speeds vary by site conditions.
**Based on iPhone 3G (8GB) and first generation iPhone (8GB) purchases. Requires new two year AT&T rate plan, sold separately.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[Apple Introduces MobileMe Internet Service](#) [June 9, 2008]

Push Email, Push Contacts and Push Calendar for iPhone, iPod touch, Macs and PCs

Apple® today introduced MobileMe™, a new Internet service that delivers push email, push contacts and push calendars from the MobileMe service in the "cloud" to native applications on iPhone™, iPod® touch, Macs and PCs. MobileMe also provides a suite of elegant, ad-free web applications that deliver a desktop-like experience through any modern browser. MobileMe applications (www.me.com) include Mail, Contacts and Calendar, as well as Gallery for viewing and sharing photos and iDisk for storing and exchanging documents online.

"Think of MobileMe as 'Exchange for the rest of us,'" said Steve Jobs, Apple's CEO. "Now users who are not part of an enterprise that runs Exchange can get the same push email, push calendars and push contacts that the big guys get."

With a MobileMe email account, all folders, messages and status indicators look identical whether checking email on iPhone, iPod touch, a Mac® or a PC. New email messages are pushed instantly to iPhone over the cellular network or Wi-Fi, removing the need to manually check email and wait for downloads. Push also keeps contacts and calendars continuously up-to-date so changes made on one device are automatically pushed up to the cloud and down to other devices. Push works with the native applications on iPhone and iPod touch, Microsoft Outlook for the PC, and Mac OS® X applications, Mail, Address Book and iCal®, as well as the MobileMe web application suite.

MobileMe web applications are 100 percent ad-free and provide an incredible, desktop-like experience that allows users to drag and drop, click and drag and even use keyboard shortcuts. MobileMe provides anywhere access to Mail, Contacts and Calendar, with a unified interface that allows users to switch between applications with a single click, and Gallery makes it easy to share photos on the web in stunning quality. Gallery users can upload, rearrange, rotate and title photos from any browser; post photos directly from an iPhone; allow visitors to download print quality images; and contribute photos to an album. MobileMe iDisk lets users store and manage files online with drag and drop filing and makes it easy to share documents too large to email by automatically sending an email with a link for downloading the file. MobileMe includes 20GB of online storage that can be used for email, contacts, calendar, photos, movies and documents.

Pricing & Availability
MobileMe, available on July 11, is a subscription-based service with 20GB of storage for $99 (US) per year for individuals and $149 (US) for a Family Pack, which includes one master account with 20GB of storage and four Family Member accounts with 5GB of storage each. Users can sign up for a free, 60-day MobileMe trial at www.apple.com/mobileme and current .Mac members will be automatically upgraded to MobileMe accounts. MobileMe subscribers can purchase an additional 20GB of storage for $49 (US) or 40GB of storage for $99 (US) annually.

Using an iPhone or iPod touch with MobileMe requires iPhone 2.0 software and iTunes® 7.7 or later. For use with a Mac, MobileMe requires Mac OS X Tiger 10.4.11 or the latest version of Mac OS X Leopard. For a PC, MobileMe requires Windows Vista or Windows XP Home or Professional (SP2), and Microsoft Outlook 2003 or later is recommended. MobileMe is accessible on the web via Safari® 3, Internet Explorer 7, and Firefox 2 or later. Internet access requires a compatible ISP; fees may apply. Broadband Internet connection recommended. Some features require Mac OS X Leopard and iLife® '08, available separately.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[iTunes Now Number Two Music Retailer in the US](...) [Feb 28, 2008]

iTunes Customers Top 50 Million

Apple® today announced that iTunes® (www.itunes.com) is now the number two music retailer in the US, behind only Wal-Mart, based on the latest data from the NPD Group*. Apple also announced that there are now over 50 million iTunes Store customers. iTunes has sold over four billion songs, with an incredible 20 million songs sold on Christmas Day 2007 alone, and offers the world's largest music catalog of over six million songs from all of the major and thousands of independent labels.

"We'd like to thank the over 50 million music lovers who have helped the iTunes Store reach this incredible milestone," said Eddy Cue, Apple's vice president of iTunes. "We continue to add great new features like iTunes Movie Rentals to give our customers even more reason to love iTunes."

Last month, Apple launched iTunes Movie Rentals featuring movies from all of the major movie studios including 20th Century Fox, The Walt Disney Studios, Warner Bros., Paramount, Universal Studios Home Entertainment, Sony Pictures Entertainment, Metro-Goldwyn-Mayer (MGM), Lionsgate and New Line Cinema. Users can rent movies and watch them on their PCs or Macs, all current generation iPods**, iPhone™ and on a widescreen TV with Apple TV®. iTunes Movie Rentals will offer over 1,000 titles by the end of this month, including over 100 titles in stunning high definition video with 5.1 Dolby Digital surround sound which users can rent directly from their widescreen TV using Apple TV.

iTunes 7.6 is available as a free download at www.itunes.com. iTunes Movie Rentals are available in the US only and are $2.99 (US) for library titles and $3.99 (US) for new releases, and high definition versions are priced just one dollar more with library titles at $3.99 (US) and new releases at $4.99 (US). Movie rentals from the iTunes Store for Mac® or Windows require iTunes 7.6. iTunes Movie Rentals require a valid credit card with a billing address in the country of purchase.

*Based on data from market research firm the NPD Group's MusicWatch survey that captures consumer reported past week unit purchases and counts one CD representing 12 tracks, excluding wireless transactions. The iTunes Music Store became the second-largest music retailer in the US after Wal-Mart, based on the amount of music sold during 2007.

**Movie rentals work on iPod® classic, iPod nano with video and iPod touch.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[Apple Premieres Movies on the iTunes Store in the UK](...) [June 4, 2008]

Apple® today announced that movies from major film studios including 20th Century Fox, The Walt Disney Studios, Paramount Pictures, Warner Bros. Entertainment, Metro-Goldwyn-Mayer Studios Inc. (MGM), Sony Pictures Television International and Lionsgate UK are now available on the iTunes® Store in the UK (www.apple.com/uk/itunes). Movie purchases and rentals feature iTunes' legendary ease of use, which makes discovering and enjoying movies as simple and easy as buying music on iTunes has always been. The iTunes Store in the UK features over 700 films available for rent or purchase, with titles available for purchase on the same day as their DVD release, including favorites such as "Hitman," "I Am Legend," "National Treasure 2: Book of Secrets" and "Into the Wild." iTunes Movie Rentals also features over 100 titles available in stunning high definition, perfect for viewing on a widescreen TV with Apple TV®.

"We're kicking off movies on the iTunes Store in the UK with over 700 films for purchase and rent," said Eddy Cue, Apple's vice president of iTunes. "We think customers in the UK are going to love being able to enjoy their favorite movies on their iPod, iPhone or on a widescreen TV with Apple TV."

The iTunes Store is the world's most popular online music, TV and movie store. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting directory, iMix playlist sharing, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod® and iPhone™, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

With iTunes Movie Rentals, once a movie is rented, it starts downloading from the iTunes Store directly to iTunes or Apple TV, and users with a fast Internet connection can start viewing the movie in seconds. Customers have up to 30 days to start watching it, and once a movie has been started customers have 48 hours to finish it—or watch it multiple times.

Pricing & Availability
Movie purchases and rentals from the iTunes Store for Mac or Windows require iTunes 7.6.2, available as a free download fromwww.apple.com/uk/itunes/. iTunes movie purchases and rentals require a valid credit card with a billing address in the United Kingdom. iTunes movies are available at £6.99 for library title purchases and £10.99 for new releases. iTunes Movie Rentals are £2.49 for library title rentals and £3.49 for new releases, and high definition versions are priced at just one pound more. Movie rentals can be previewed, purchased and watched on iPod classic, iPod nano with video, iPod touch, iPhone and on a widescreen TV with Apple TV.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**Award-Winning Television Programming Now Available on the iTunes Store in Germany**](#) [April 2, 2008]

Programs from Germany's Top Networks & Hit US Shows Now Available on iTunes

Apple® today announced that hit television programming from Germany's top networks, including ProSieben, Sat.1, ZDF Enterprises, Brainpool and US broadcasters ABC Studios and MTV Networks is now available from the iTunes® Store in Germany (www.itunes.de). iTunes customers can choose from a wide range of award-winning primetime programming including "Stromberg," "Tramitz and Friends," "Switch!," "Shaolin Wuzang" and "Kaya Yanar-Made In Germany," as well as the Emmy Award-winning US programs "Lost," "Desperate Housewives," "Grey's Anatomy" and "South Park."

"iTunes is the world's most popular online music and TV store with over four billion songs and 125 million TV episodes sold," said Eddy Cue, Apple's vice president of iTunes. "We're off to a great start with over 35 TV shows available on the iTunes Store in Germany."

Television shows purchased and downloaded from the iTunes Store can be viewed on a Mac® or PC, iPod® nano with video, iPod classic, iPod touch, fifth generation iPod, iPhone™ or on a widescreen TV with Apple TV®. Television shows are priced at €1.99 and €2.49 per episode. Television programming on the iTunes Store in Germany includes favorites such as:

- ProSieben's Deutscher Comedypreis-winning comedy "Switch!," "Tramitz and Friends;"
- Sat.1 comedy show "Zack! Comedy nach Maß" and action-drama "GSG9;"
- ZDF Enterprises' kids animation "Shaolin Wuzang" and documentary "Update 2057 - Unser Leben in der Zukunft;"
- ABC dramas "Lost," "Grey's Anatomy," "Desperate Housewives" and "Criminal Minds;"

- MTV Networks hits "South Park," "SpongeBob SquarePants" and "Avatar: The Legend of Aang;" and
- Brainpool's Deutscher Fernsehpreis-winning comedy programs "Stromberg" and "Dr. Psycho" and comedy program "Kaya Yanar-Made In Germany."

With Apple's legendary ease of use, pioneering features such as integrated podcasting support, iMix playlist sharing, seamless integration with iPod and the ability to turn previously purchased songs into completed albums at a reduced price, the iTunes Store is the best way for Mac and PC users to legally discover, purchase and download music and video online.

Pricing & Availability
iTunes 7.6 for Mac and Windows includes the iTunes Store and is available as a free download from (www.itunes.de). Purchase and download of songs and videos from the iTunes Store requires a valid credit card from a financial institution in the country of purchase. Television shows are available in the US, UK, Canada and Germany, and video availability varies by country. Television shows are €1.99 and €2.49 per episode in Germany. TV shows from the iTunes Store can be viewed on a Mac or PC, iPod nano with video, fifth generation iPod, iPod classic, iPod touch, iPhone or on a widescreen TV with Apple TV.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

HBO & Apple Bring Critically Acclaimed Television Programming to the iTunes Store [May 13, 2008]

Favorites Including "The Sopranos" and "Sex and the City" Now Available on iTunes

May 13, 2008—HBO and Apple® today announced that programming from HBO is now available for purchase and download on the iTunes® Store (www.itunes.com). New HBO programs on iTunes include the Emmy Award-winning programs "The Sopranos," "Sex and the City," "Deadwood" and "Rome," as well as the critically acclaimed hits "Flight of the Conchords" and "The Wire." The iTunes Store is the world's most popular online TV store with over 150 million episodes sold and features the world's largest catalog with over 800 shows (over 20,000 episodes).

"We're very excited to make these legendary HBO programs available on the iTunes Store," said Henry McGee, president of HBO Video. "Whether catching up on 'Sex and the City' in anticipation of its upcoming movie release or reliving a favorite 'Sopranos' episode, we think viewers will love being able to watch these shows on their iPod or iPhone."

"We're thrilled to bring this incredible lineup of programming from HBO to the iTunes Store," said Eddy Cue, Apple's vice president of iTunes. "These are some of the most talked about television shows ever, as well as some of the most requested by our customers."

"Sex and the City: The Movie" premieres in theaters on May 30, and in preparation for the movie's debut, fans can choose any or all 94 episodes from the entire six seasons of the program.

Television shows purchased and downloaded from the iTunes Store can be viewed on a Mac® or PC, iPod® nano with video, iPod classic, iPod touch, fifth generation iPod, iPhone™ or on a widescreen TV with Apple TV®. "Sex and the City," "The Wire" and "Flight of the Conchords" are $1.99 per episode, and "The Sopranos," "Deadwood" and "Rome" are priced at $2.99 per episode. iTunes customers can also choose to purchase entire seasons of their favorite programs.

Pricing & Availability
iTunes 7.6.2 for Mac and Windows includes the iTunes Store and is available as a free download from (www.itunes.com). Purchase and download of songs and videos from the iTunes Store requires a valid credit card

from a financial institution in the country of purchase. Television shows are available in the US, UK, Canada and Germany, and video availability varies by country.

Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc., providing two 24-hour pay television services – HBO and Cinemax – to over 40 million U.S. subscribers. The services offer the most popular subscription video on demand products, HBO On Demand and Cinemax On Demand, as well as HBO on Broadband, HD feeds, and multiplex channels. Internationally, HBO's branded television networks, along with the subscription video on demand products HBO On Demand and HBO Mobile, bring HBO services to over 50 countries. HBO programming is sold into over 150 countries worldwide.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

iTunes Store Tops Over Five Billion Songs Sold [June 19, 2008]

Apple Renting & Selling Over 50,000 Movies Per Day

Apple® today announced that music fans have purchased and downloaded over five billion songs from the iTunes® Store (www.itunes.com). iTunes is the number one music retailer in the US* and features the largest music catalog with over eight million songs. Also, iTunes customers are now renting and purchasing over 50,000 movies every day, making iTunes the world's most popular online movie store.

iTunes features movies from all of the major movie studios including 20th Century Fox, The Walt Disney Studios, Warner Bros., Paramount, Universal Studios Home Entertainment, Sony Pictures Entertainment, Metro-Goldwyn-Mayer (MGM), Lionsgate and New Line Cinema. Users can rent movies and watch them on their Macs or PCs, all current generation iPods**, iPhone™ and on a widescreen TV with Apple TV®. iTunes Store customers can also purchase new movie releases from major film studios and premier independent studios on the same day as their DVD release.

The iTunes Store is the world's most popular online music, TV and movie store with a catalog of over eight million songs, over 20,000 TV episodes and over 2,000 films including over 350 in stunning high definition video. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, iMix playlist sharing, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod® and iPhone, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

*Based on data from market research firm the NPD Group's MusicWatch survey that captures consumer reported past week unit purchases and counts one CD representing 12 tracks, excluding wireless transactions. The iTunes Store became the largest music retailer in the US based on the amount of music sold during January and February 2008.

**Movie rentals work on iPod classic, iPod nano with video and iPod touch.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[July 10, 2008]

Over 500 Native Applications for iPhone & iPod touch Available at Launch

Apple® today announced that more than 500 native applications will be available on the iPhone's App Store when Apple's iPhone™ 3G goes on sale tomorrow. Apple's iPhone provides a breakthrough mobile platform for developers, who have created an incredible array of innovative applications such as stunning action games, advanced medical applications and robust productivity tools for the enterprise. These apps will be available on Apple's revolutionary new App Store, enabling customers to wirelessly download them directly onto their iPhones and start using them immediately. More than 125 applications are being offered to iPhone customers for free.

The new iPhone 3G combines all the revolutionary features of iPhone with 3G networking that is twice as fast*, built-in GPS for expanded location-based mobile services, and iPhone 2.0 software which includes support for Microsoft Exchange ActiveSync and runs hundreds of third party applications available through the new App Store which is a built-in application on every iPhone running iPhone 2.0 software.

"iPhone represents a new software platform for developers, combining the most advanced mobile operating system, sophisticated developer tools and a breakthrough way for developers to wirelessly sell and distribute their applications right onto every iPhone," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "The reaction from developers has been very, very positive and we're opening the App Store with over 500 native iPhone applications available for immediate purchase and download."

Many of these amazing new applications also take advantage of iPhone's large display, Multi-Touch™ user interface, fast hardware-accelerated 3D graphics, built-in accelerometer and location-based technology to bring far more powerful applications to the mobile arena than ever before.

The App Store on iPhone works over cellular networks and Wi-Fi, which means it is accessible from just about anywhere, so users can purchase and download applications wirelessly and start using them instantly. Applications are free or charged to the user's iTunes® account and the App Store notifies the user when updates are available for their apps. The App Store is also available in iTunes (www.itunes.com) running on a Mac® or PC, which syncs applications to the iPhone or iPod® touch using a USB cable.

The App Store will offer over 500 native applications from hundreds of companies around the world in a variety of categories including games, business, news, sports, health, reference and travel.

"iPhone enables The Associated Press to deliver news in a way that simply wasn't possible before," said Benjamin Mosse, director of Mobile Products, The Associated Press. "Taking advantage of iPhone's revolutionary location-based services, our Mobile News network can capture and store local news stories that can be read by users even when they're offline and our award winning photography and AP video are displayed in stunning clarity on its high resolution screen."

"iPhone is changing the entire mobile industry and has quickly become the number one mobile device for accessing eBay," said Ken G. Sun, group product manager, eBay Mobile. "Users can shop, track bids and get great deals from the largest online marketplace in the world directly from their iPhone. We couldn't deliver such a complete and easy-to-use eBay experience on any other mobile device and iPhone users can download it free from the new App Store."

"iPhone is one of the most popular ways for people to enjoy Facebook on-the-go and we're excited to deliver a great native application via the App Store," said Mark Zuckerberg, CEO of Facebook. "Facebook is even cooler on the iPhone 3G, with the ability to discover friends nearby, or to effortlessly take pictures and upload them instantly to their Facebook account."

"The global MySpace community will love MySpace Mobile on iPhone," said Chris DeWolfe, CEO and Co-Founder of MySpace. "With rich features such as seamless photo uploading from iPhone to your MySpace profile, the MySpace

Mobile application is gorgeous and as intuitive as possible—empowering the community with complete control over their global MySpace network right from the palm of their hand."

"Apple's iPhone and iPod touch open up the world of games to an entirely new audience," said David Cobb, vice president of Product Development, Sega. "The touch and tilt controls are natural and easy to learn, making gaming even more inviting, creative and rewarding. Super Monkey Ball takes advantage of these defining aspects and offers consumers an extremely accessible, imaginative and fun game experience. Whether an iPhone owner is new to games, or has been a fan for years, they will be intrigued and engaged by Super Monkey Ball and this progressive way to interact with entertainment."

"With an iPhone in your pocket, you'll never roam alone," said Jeffrey Glueck, CMO of Travelocity. "From finding the nearest hotel with just a few taps to checking your flight status in a snap, the magic of iPhone lets us put tools that no one has ever seen before in the hands of travelers."

In addition to the App Store, the iPhone 2.0 software update includes enterprise support, contact search, complete iWork® and MS Office document viewing support, the ability to delete or move emails in bulk, saving images from emails, a scientific calculator, parental controls and support for 16 additional languages.

Pricing & Availability
iPhone 3G will be available in the US on July 11 for a suggested retail price of $199 (US) for the 8GB model and $299 (US) for the 16GB model in both Apple and AT&T's retail stores and requires a new two-year contract with AT&T for qualifying customers**. The App Store will be available beginning today via iTunes 7.7 and part of the free iPhone 2.0 software update for all iPhone customers on July 11. iPhone 2.0 is also available for iPod touch users for $9.95. iPhone 3G will be available in 21 countries— Australia, Austria, Belgium, Canada, Denmark, Finland, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, UK and the US—on July 11. iPhone 3G will go on sale in France on July 17. For further information about iPhone 3G pricing and availability in the US and internationally, visit www.apple.com/iphone.

*Comparisons between iPhone 3G (8GB) and 1st generation iPhone (8GB) running on EDGE. Actual speeds vary by site conditions.
**Requires new two-year AT&T rate plan, sold separately to qualified customers.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

Apple Sells One Million iPhone 3Gs in First Weekend [July 14, 2008]

Apple® today announced it sold its one millionth iPhone™ 3G on Sunday, just three days after its launch on Friday, July 11. iPhone 3G is now available in 21 countries—Australia, Austria, Belgium, Canada, Denmark, Finland, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, UK and the US—and will go on sale in France on July 17.

"iPhone 3G had a stunning opening weekend," said Steve Jobs, Apple's CEO. "It took 74 days to sell the first one million original iPhones, so the new iPhone 3G is clearly off to a great start around the world."

The new iPhone 3G combines all the revolutionary features of iPhone plus 3G networking that is twice as fast*, built-in GPS for expanded location-based mobile services, and iPhone 2.0 software which includes support for Microsoft Exchange ActiveSync and runs over 800 third party applications available through the new App Store. In the US, the new iPhone 3G is priced at just $199 for the 8GB model, and $299 for the 16GB model**.

*Based on 3G and EDGE testing. Actual speeds vary by site conditions.
**Requires new two-year AT&T rate plan for qualified customers, sold separately.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**iPhone App Store Downloads Top 10 Million in First Weekend**](#) [July 14, 2008]

Apple® today announced that iPhone™ and iPod® touch users have already downloaded more than 10 million applications from its groundbreaking new App Store since its launch late last week. Developers have created a wide array of innovative mobile applications ranging from games to location-based social networking to medical applications to enterprise productivity tools. Users can wirelessly download applications directly onto their iPhone or iPod touch* and start using them immediately. More than 800 native applications are now available on the App Store, with more than 200 offered for free and more than 90 percent priced at less than $10.

"The App Store is a grand slam, with a staggering 10 million applications downloaded in just three days," said Steve Jobs, Apple's CEO. "Developers have created some extraordinary applications, and the App Store can wirelessly deliver them to every iPhone and iPod touch user instantly."

Many of these amazing new applications take advantage of iPhone's large display, Multi-Touch™ user interface, fast hardware-accelerated 3D graphics, built-in accelerometer and location-based technology to bring far more powerful applications to the mobile arena than ever before.

The App Store on iPhone works over cellular networks and Wi-Fi, which means it is accessible from just about anywhere, so users can purchase and download applications wirelessly and start using them instantly. Applications are free or charged to the user's iTunes® account and the App Store notifies the user when updates are available for their apps. The App Store is also available in iTunes (www.itunes.com) running on a Mac® or PC, which syncs applications to the iPhone or iPod touch using a USB cable.

*Requires downloading software update sold separately for $9.95.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**App Store Downloads Top 100 Million Worldwide**](#) [**Sept** 9, 20**08**]

Apple® today announced that iPhone™ and iPod® touch users have downloaded more than 100 million applications from its groundbreaking new App Store since its launch on July 11, 2008. More than 3,000 applications are currently available on the App Store, with over 90 percent priced at less than $10 and more than 600 offered for free. Applications can take advantage of iPhone's large display, innovative Multi-Touch™ user interface, fast hardware-accelerated 3D graphics, built-in accelerometer and location-based technology to create mobile applications unlike any seen before.

"iPhone's unique capabilities, easy SDK and the ability to reach an audience of millions via the App Store made this an easy development choice for us," said John Pollard, Jott CEO. "To date, we've had hundreds of thousands of downloads of Jott for iPhone, which has been a major win for our company."

"Because I already had a full-time job I used the iPhone SDK to create Trism in my spare time and in my wildest dreams I never expected this kind of result," said Steve Demeter, founder of Demiforce. "Selling over 27,000 downloads in the first three weeks means I now have a significant new income stream and some exciting career choices that I didn't have a couple of months ago."

"As an 18 year old iPhone Developer Program member I won an Apple WWDC student scholarship and used the opportunity to complete my app over the summer," said Bryan Henry, developer of Equivalence. "It was a lot of fun to pull it together and certainly the most lucrative summer job I've ever had as I made over $8,000 in my first month of App Store sales."

"Our new account registrations on the App Store are 300 percent better than all our other registration avenues combined," said Chris MacAskill, SmugMug's co-founder. "We've been able to do things with our iPhone app that we just couldn't have dreamed of doing on any other mobile platform, so these are revolutionary times for us and for iPhone and iPod touch users."

The App Store on iPhone works over cellular networks and Wi-Fi, so users can wirelessly download applications directly onto their iPhone or iPod touch and start using them immediately. Applications are free or charged to the user's iTunes® account and the App Store notifies the user when updates are available for their apps. The App Store is also available on iTunes (www.itunes.com) for Mac® or PC, which syncs applications to the iPhone or iPod touch using a USB cable.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

Apple's Revolutionary App Store Downloads Top One Billion in Just Nine Months [**April** 14, 20**09**]

Apple® today announced that customers have downloaded one billion applications from its revolutionary App Store, the largest applications store in the world. The one billionth app, Bump created by Bump Technologies, was downloaded by Connor Mulcahey, age 13, of Weston, CT. As the grand prize winner of Apple's one billion app countdown contest, Connor will receive a $10,000 iTunes® gift card, an iPod® touch, a Time Capsule® and a MacBook® Pro.

"The revolutionary App Store has been a phenomenal hit with iPhone and iPod touch users around the world, and we'd like to thank our customers and developers for helping us achieve the astonishing milestone of one billion apps downloaded," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "In nine months, the App Store has completely revolutionized the mobile industry and this is only the beginning."

Today, the groundbreaking App Store has more than 35,000 applications available to consumers in 77 countries, allowing developers to reach tens of millions of iPhone™ and iPod touch users around the world. This summer the iPhone OS 3.0 software update will provide developers with over 1,000 new developer APIs enabling In-App Purchases, Peer-to-Peer connections, App control of accessories, and Push Notifications. The iPhone OS 3.0 release will also add over 100 customer features including cut, copy and paste; Spotlight™ search; landscape keyboard and view for all key iPhone apps; MMS* support; and expanded parental controls for apps, TV shows, and movies from the App Store.

*MMS messaging is available only on iPhone 3G; fees may apply. MMS may not be available in all areas.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**Changes Coming to the iTunes Store**](#) [**Jan** 6, 20**09**]

- All Songs DRM-Free

- Users Can Download Songs Directly Onto iPhone 3G Over Their 3G Network for the Same Price

- In April 2009, Songs on iTunes Will be Available at Three Price Points

Apple® today announced several changes to the iTunes® Store (www.itunes.com). Beginning today, all four major music labels—Universal Music Group, Sony BMG, Warner Music Group and EMI, along with thousands of independent labels, are now offering their music in iTunes Plus, Apple's DRM-free format with higher-quality 256 kbps AAC encoding for audio quality virtually indistinguishable from the original recordings. iTunes customers can also choose to download their favorite songs from the world's largest music catalog directly onto their iPhone™ 3G over their 3G network just as they do with Wi-Fi today, for the same price as downloading to their computer. And beginning in April, based on what the music labels charge Apple, songs on iTunes will be available at one of three price points: 69 cents, 99 cents and $1.29, with most albums still priced at $9.99.

"We are thrilled to be able to offer our iTunes customers DRM-free iTunes Plus songs in high quality audio and our iPhone 3G customers the ability to download music from iTunes anytime, anywhere over their 3G network at the same price as downloading to your computer or via Wi-Fi," said Steve Jobs, Apple's CEO. "And in April, based on what the music labels charge Apple, songs on iTunes will be available at one of three price points—69 cents, 99 cents and $1.29—with many more songs priced at 69 cents than $1.29."

iTunes offers customers a simple, one-click option to easily upgrade their entire library of previously purchased songs to the higher quality DRM-free iTunes Plus format for just 30 cents per song or 30 percent of the album price. The iTunes Store will begin offering eight million of its 10 million songs in Apple's DRM-free format, iTunes Plus, today with the remaining two million songs offered in iTunes Plus by the end of March.

iPhone 3G users can now preview and purchase the entire iTunes Store music catalog on their iPhone 3G over their 3G network, just as they do with Wi-Fi today, for the same price and in the same high quality format. Songs purchased on an iPhone will automatically sync to a user's computer the next time they sync their iPhone.

The iTunes Store is the world's most popular online music, TV and movie store with a catalog of over 10 million songs, over 30,000 TV episodes and over 2,500 films including over 600 in stunning high definition video. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod® and iPhone, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**Movie Fans Can Buy & Rent Films in High Definition on the iTunes Store**](#) [March 19, 2009]

Box Office Favorites Including "Quantum of Solace" & "Twilight" Available in Stunning HD

Apple® today announced that iTunes® customers can purchase and rent box office favorites including "Quantum of Solace" and "Twilight" in stunning HD on the iTunes Store (www.itunes.com). Starting today, movie fans can purchase box office blockbusters for download in HD for $19.99 from iTunes, and films will be available as iTunes Movie Rentals in HD for $4.99 within 30 days after release. Customers can enjoy these films in HD on their Mac® or PC and on their widescreen TV with Apple TV®, as well as in standard definition on their iPhone™ or iPod® with

video. The iTunes Store is the world's most popular online TV and movie store, with over 250 million TV episodes purchased and over 33 million movies purchased and rented.

"Movie fans are going to love being able to buy and rent films including 'Quantum of Solace' and 'Twilight' in stunning HD from the iTunes Store," said Eddy Cue, Apple's vice president of Internet Services. "Customers have made HD content on iTunes a hit, with over 50 percent of TV programming being purchased in HD when available."

Starting today, iTunes customers can pre-order "Quantum of Solace" which will be downloaded to their computer on March 24, and the smash hit thriller "Twilight" will be available on March 21. iTunes customers can purchase "Transporter 3," "Punisher: War Zone" and other select titles in HD today, and the action/comedy "The Spirit" will be available on April 14. The iTunes Movie Store will be adding more HD movies soon and customers can view the latest offerings at www.itunes.com/movies/hd.

The iTunes Store is the world's most popular online music, TV and movie store with a catalog of over 10 million songs, over 40,000 TV episodes, and over 5,000 movies including over 1,200 in stunning high definition video for rent. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod and iPhone, the iTunes Store is the best way for Mac and PC users to legally discover, purchase and download music and video online.

Pricing & Availability
iTunes 8.1 for Mac and Windows includes the iTunes Store and is available as a free download from (www.itunes.com). Purchase and download of songs and videos from the iTunes Store requires a valid credit card from a financial institution in the country of purchase. Video availability varies by country. iTunes Movie Rentals are $2.99 (US) for library titles and $3.99 (US) for new releases, and high definition versions are priced just one dollar more with library titles at $3.99 (US) and new releases at $4.99 (US).

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[Apple Premieres Movies on the iTunes Store in Germany](#) [**April** 16, 20**09**]

Movie Fans Can Now Buy & Rent Films on the iTunes Store

Apple® today announced that movies from major film studios including Paramount Pictures, Warner Bros. Pictures, Metro-Goldwyn-Mayer Studios Inc. (MGM), The Walt Disney Studios, Sony Pictures Television and independents including Universum and Shorts International are now available on the iTunes® Store in Germany for purchase and rent (www.itunes.de). Making its debut with over 500 Hollywood and German films, the iTunes Store offers favorites including "Quantum Of Solace," "The Dark Knight," "Pineapple Express," "High School Musical 3: Senior Year," "Eagle Eye," "Die Fälscher," "Keinohrhasen" and "Aimee & Jaguar."

The iTunes Store in Germany features iTunes' legendary ease of use, which makes discovering and enjoying movies as simple and easy as buying music on iTunes has always been. Movies are available for purchase on the iTunes Store on the same day as their DVD release, and can be viewed on an iPod® with video, iPhone™, Mac® or PC or on a widescreen TV with Apple TV®.

With iTunes Movie Rentals, once a movie is rented, it starts downloading from the iTunes Store directly to iTunes or Apple TV, and users with a fast Internet connection can start viewing the movie in seconds. Customers have up to 30 days to start watching it, and once a movie has been started customers have 48 hours to finish it—or watch it multiple times. iTunes Movie Rentals also features over 100 titles available in stunning high definition, perfect for viewing on a widescreen TV with Apple TV.

With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod and iPhone, the iTunes Store is the best way for Mac and PC users to legally discover, purchase and download music and video online.

Pricing & Availability

iTunes 8.1 for Mac and Windows includes the iTunes Store and is available as a free download from (www.itunes.de). iTunes movie purchases and rentals require a valid credit card with a billing address in Germany. iTunes movies in Germany start at €7.99 for catalog title purchases, €9.99 for recent releases and €13.99 for new releases. iTunes Movie Rentals are €2.99 for library title rentals and €3.99 for new releases, and high definition versions are priced at just one euro more.

[Apple Previews Developer Beta of iPhone OS 3.0](#) [**March** 17, 20**09**]

Beta Release Provides New SDK, Over 1,000 APIs & 100 New Features

Apple® today previewed its iPhone™ OS 3.0 software and announced the immediate availability of a beta software release to registered developers. The iPhone OS 3.0 beta release includes an updated Software Development Kit (SDK) with over 1,000 new Application Programming Interfaces (APIs) including In-App Purchases; Peer-to-Peer connections; an app interface for accessories; access to the iPod® music library; a new Maps API and Push Notifications. Apple also announced over 100 new features that will be available to iPhone and iPod touch users this summer including cut, copy and paste; MMS;* landscape view for Mail, Text and Notes; stereo Bluetooth; syncing Notes to the Mac® and PC; shake to shuffle; parental controls for TV shows, movies and apps from the App Store; and automatic login at Wi-Fi hot spots. The iPhone OS 3.0 beta release will also include a new Voice Memo app and expanded search capability for all key iPhone apps, as well as Spotlight™ search across the iPhone or iPod touch.

"The new iPhone OS 3.0 is a major software release packed with incredible new features and innovations for iPhone customers and developers alike. It will keep us years ahead of the competition," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing.

The iPhone OS 3.0 beta software and SDK include over 1,000 new APIs and are available today for all iPhone Developer Program members to use for development and testing of their apps for iPhone and iPod touch. Included in these APIs is the ability to leverage the incredible purchase model of the App Store within apps. In-App Purchases will allow developers to offer subscription content and provide the ability to sell new content and features in a simple and secure process. Developers can also more easily create peer-to-peer games for iPhone and iPod touch by using Bluetooth.

Another key developer feature in the iPhone OS 3.0 beta software is the ability for apps to interface with hardware accessories, creating a whole new element of control for iPhone and iPod touch accessory developers as well as a new ecosystem of solutions for customers. Developers will also be able to use Apple's new Maps API to integrate Google Mobile Maps services within their apps which will offer Google Map tiles, current location, custom annotations and geocoding. The iPhone OS 3.0 beta software includes the Apple Push Notification service which provides developers with a mechanism to alert users with sounds, text or a badge.

The new iPhone OS 3.0 software will be available to iPhone and iPod touch users this summer with over 100 new features including cut, copy and paste which can be done within or across applications; MMS to send and receive photos, contacts, audio files and locations with the Messages app; and the ability to capture and send audio recordings on the go with the new Voice Memo app. Landscape view will be available for Mail, Text and Notes. Search capabilities will be expanded, allowing customers to search within Mail, iPod and Notes or search across all key apps by typing a key word or phrase into the new Spotlight search, conveniently accessed from the Home screen.

The updated Stock app will add the ability to display recent company news and current trading information like opening or average price, trading volume or Market Cap, and will offer a landscape view to see a full screen of any stock chart. Customers will also be able to view shared calendars right on their iPhone with CalDAV support and sync their calendars with iCal®, Yahoo, Google and Oracle.

Today, the groundbreaking App Store has more than 25,000 applications available to consumers, and 15 more countries have been added so the App Store is now available in 77 countries, allowing developers to reach more than 30 million iPhone and iPod touch users around the world. Developers set the price for their applications and retain 70 percent of all sales revenue. Apple covers all credit card, web hosting and infrastructure costs associated with offering applications on the App Store.

Pricing & Availability
The iPhone OS 3.0 beta software and SDK will be available for registered developers to download starting today from developer.apple.com. iPhone customers will be able to download the new iPhone OS 3.0 software for free this summer and iPod touch customers will be able to purchase a software update for $9.95 (US).**

*MMS messaging is available only on iPhone 3G; fees may apply. MMS may not be available in all areas.

**Some features may not be supported by older hardware.

Apple Worldwide Developers Conference to Kick Off with Keynote Address on Monday, June 8 [May 13, 2009]

Apple® will kick off its annual Worldwide Developers Conference (WWDC) with a keynote address on Monday, June 8 at 10:00 a.m. A team of Apple executives, led by Philip Schiller, Apple's senior vice president of Worldwide Product Marketing, will deliver the keynote. WWDC will offer in-depth sessions on both iPhone™ OS 3.0, the world's most advanced mobile operating system, and Mac OS® X Snow Leopard™, an even more powerful and refined version of the world's best desktop operating system and the foundation for future Mac® innovation.

"Last June, we gave developers an early look at the powerful new technologies that form the underpinnings of Mac OS X Snow Leopard," said Bertrand Serlet, Apple's senior vice president of Software Engineering. "At WWDC, we will be giving our developers a final Developer Preview release so they can see the incredible progress we've made on Snow Leopard and work with us as we move toward its final release."

Snow Leopard and Mac technical sessions will showcase hundreds of refinements to the operating system and dive deep into its new technologies including a 64-bit architecture, QuickTime® X, next-generation multicore and GPU processor support, and amazing new accessibility technologies. iPhone OS 3.0 technical sessions will cover introductory and advanced concepts to help developers get the most out of the iPhone OS 3.0 SDK and over 1,000 new APIs available for iPhone OS 3.0.

WWDC also offers attendees the unique opportunity to work side-by-side with Apple engineers to solve code-level issues, gain insight into development techniques and get expert advice on interface design.

Other activities at Apple's WWDC 2009 include:

- more than 100 technical sessions presented by Apple engineers on a wide range of technology-specific topics for developing, deploying and integrating iPhone OS 3.0 and Mac OS X technologies;
- over 1,000 Apple engineers presenting the latest in Apple technologies and providing one-to-one direction in hands-on labs; and
- the opportunity to connect with thousands of fellow iPhone and Mac developers from around the world.

Visit the Apple Worldwide Developers Conference 2009 website for registration and more details at http://developer.apple.com/wwdc. Members of the media and industry analysts are invited to attend the keynote presentation and can register by contacting Teresa Brewer tbrewer@apple.com.

[Apple Announces the New iPhone 3GS—The Fastest, Most Powerful iPhone Yet](#) [June 8, 2009]

iPhone 3G Now Available for $99

Apple® today introduced the new iPhone™ 3GS, the fastest, most powerful iPhone yet, packed with incredible new features including improved speed and performance—up to twice as fast as iPhone 3G—with longer battery life, a high-quality 3 megapixel autofocus camera, easy to use video recording and hands free voice control. iPhone 3GS includes the new iPhone OS 3.0, the world's most advanced mobile operating system with over 100 new features such as Cut, Copy and Paste, MMS*, Spotlight Search, landscape keyboard and more. iPhone 3GS customers get access to more than 50,000 applications from Apple's revolutionary App Store, the largest application store in the world where customers have already downloaded over one billion apps. iPhone 3GS offers twice the capacity for the same price with a 16GB model for just $199 and a new 32GB model for just $299.** And beginning today, iPhone 3G is available at the breakthrough price of just $99 for the 8GB model—a huge milestone for the high end smartphone market.

"iPhone 3GS is the fastest, most powerful iPhone yet and we think people will love the incredible new features including autofocus camera, video recording and the freedom of voice control," said Philip Schiller, Apple's senior vice president of WorldWide Product Marketing. "And with a breakthrough price of $99, we are thrilled to get iPhone 3G into the hands of even more users who want them."

iPhone 3GS offers incredible speed and performance, on average up to twice as fast as iPhone 3G, so you can render web pages quicker and launch applications faster. iPhone 3GS takes advantage of the OpenGL ES 2.0 standard for stunning high-quality 3D graphics, making mobile gaming and other graphic intense applications better than ever. iPhone 3GS is not only faster, but with longer battery life you can watch more videos, listen to more music, browse the Internet or keep using your favorite apps even longer. The new iPhone 3GS also supports 7.2 Mbps HSDPA for faster networking speeds.***

iPhone 3GS features a new 3 megapixel autofocus camera that takes amazing pictures and video, making it easier than ever to capture, edit and share those moments instantly with family and friends. The new autofocus camera adjusts focus, exposure, color and contrast for the best possible image and includes an automatic macro focus for extra close up shots. With the new "tap to focus" feature, you simply touch the display to select an object or area of interest and the camera automatically re-adjusts focus and exposure. You can record incredible high-quality video clips and edit them right on your iPhone 3GS by simply trimming the start and stop points. With iPhone 3GS you can send photos and video by email or MMS and post them to MobileMe™ or YouTube with just one tap.

The voice control feature in iPhone 3GS offers hands free operation for both iPhone and iPod® functions. Simply speak the appropriate commands into the built-in microphone or headset microphone to dial by name or number. With voice control you can play your favorite music by artist, album or playlist and activate the Genius feature by saying "play more songs like this." You can also tell iPhone to pause the music, play the next track, turn on shuffle or ask, "What's playing right now?"

iPhone 3GS features a new built-in digital compass for instant navigation.**** The Compass app shows you which way you are headed and rotates as you change direction. You can orient yourself to true north or magnetic north, and iPhone's built-in GPS automatically displays the coordinates of your current location. The new built-in digital compass is also integrated within Maps, so it automatically orients any map to the direction you are facing.

iPhone 3GS provides new accessibility features including VoiceOver, a screen reader that speaks what appears on the iPhone 3GS display, enabling visually impaired users to make calls, read email, browse web pages, play music and run applications. The new universal Zoom function magnifies the entire screen, and the White on Black feature reverses the colors on screen to provide higher contrast for people with low vision. iPhone 3GS also supports Mono

Audio which combines left and right audio channels so that they can be heard in both earbuds for those with hearing loss in one ear.

iPhone 3GS includes the new iPhone OS 3.0 software with more than 100 new features including: Cut, Copy and Paste; MMS; Spotlight Search to search across iPhone or within Mail, Contacts, Calendar and iPod; landscape keyboard for Mail, Messages, Notes and Safari®; expanded parental controls for TV shows, movies and apps from the App Store; and the ability to capture and send audio recordings on the go with the new Voice Memo app. iPhone 3.0 software also includes a new Find My iPhone feature that works together with MobileMe so you can locate your lost iPhone on a map, send a message that will appear on the screen or play a sound to help you find it even if your phone is set to silent. If you cannot find your iPhone, you can erase all data and content on your iPhone with the new Remote Wipe feature. New iTunes® features available with iPhone 3.0 software include wirelessly downloading movies, TV and audio programs as well as iTunes U so students can download learning materials on the go.

iPhone 3GS gives users access to the revolutionary App Store, the largest application store in the world with more than 50,000 applications. The App Store allows developers to reach tens of millions of iPhone and iPod touch® users around the world. To date, customers have downloaded more than one billion apps from the App Store. And with more than 1,000 new APIs available with the iPhone SDK, developers can create even more innovative applications using In-App Purchases, a new Maps API and Push Notifications.

iPhone 3GS also features built-in Nike + iPod support making it an incredible workout companion. Users simply place the optional Nike + iPod sensor ($19) in their Nike + shoe to seamlessly connect with iPhone 3GS to track miles run or sync with the latest generation gym equipment.

Pricing & Availability
iPhone 3GS will be available in the US on June 19 for a suggested retail price of $199 (US) for the 16GB model and just $299 (US) for the new 32GB model in both Apple and AT&T's retail and online stores, Best Buy and Wal-Mart stores. iPhone 3GS requires a new two year contract with AT&T for qualifying customers. iPhone OS 3.0 software will be available on June 17 as a free software update via iTunes 8.2 or later for all iPhone customers. iPod touch customers will be able to purchase a software update for $9.95 (US). Beginning June 8, iPhone 3G will be available for just $99 (US) for the 8GB model. New MobileMe features for iPhone require iPhone OS 3.0. MobileMe is available for an annual subscription price of $99 (US).

iPhone 3GS will also be available in more than 80 countries in the coming weeks. For further information about US and international pricing and availability visit www.apple.com/iphone.

*MMS messaging is available only on iPhone 3G or iPhone 3GS; fees may apply. MMS may not be available in all areas. MMS support from AT&T will be available in late summer.

**Qualified customers only. Requires a new two year AT&T rate plan, sold separately.

***Where available from AT&T later this year.

****Compass reliability may be affected by usage conditions such as nearby magnetic fields.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**Apple Sells Over One Million iPhone 3GS Models**](#) [June 22, 2009]

iPhone 3.0 Software Downloads Reach Six Million

Apple® today announced that it has sold over one million iPhone™ 3GS models through Sunday, June 21, the third day after its launch. In addition, six million customers have downloaded the new iPhone 3.0 software in the first five days since its release.

"Customers are voting and the iPhone is winning," said Steve Jobs, Apple's CEO. "With over 50,000 applications available from Apple's revolutionary App Store, iPhone momentum is stronger than ever."

The new iPhone 3GS is the fastest, most powerful iPhone yet, packed with incredible new features including improved speed and performance—up to twice as fast as iPhone 3G—with longer battery life, a high-quality 3 megapixel autofocus camera, easy to use video recording and hands free voice control. iPhone 3GS includes the new iPhone OS 3.0, the world's most advanced mobile operating system with over 100 new features such as Cut, Copy and Paste, MMS*, Spotlight™ Search, landscape keyboard and more. iPhone 3GS customers get access to more than 50,000 applications from Apple's revolutionary App Store, the largest application store in the world where customers have already downloaded over one billion apps. iPhone 3GS offers twice the capacity for the same price with a 16GB model for just $199 and a new 32GB model for just $299.** And iPhone 3G is available at the breakthrough price of just $99 for the 8GB model—a huge milestone for the high end smartphone market.

*MMS messaging is available only on iPhone 3G or iPhone 3GS; fees may apply. MMS may not be available in all areas. MMS support from AT&T will be available in late summer.

**Qualified customers only. Requires a new two year AT&T rate plan, sold separately.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**Apple's App Store Downloads Top 1.5 Billion in First Year**](#) [July 14, 2009]

More Than 65,000 Apps; Over 100,000 Developers

Apple® today announced that customers have downloaded more than 1.5 billion applications in just one year from its revolutionary App Store, the largest applications store in the world. The App Store is also growing at an incredible pace with more than 65,000 apps and more than 100,000 developers in the iPhone™ Developer Program.

"The App Store is like nothing the industry has ever seen before in both scale and quality," said Steve Jobs, Apple's CEO. "With 1.5 billion apps downloaded, it is going to be very hard for others to catch up."

The revolutionary App Store has more than 65,000 apps available to consumers in 77 countries, allowing developers to reach tens of millions of iPhone and iPod® touch users around the world. The App Store works with both iPod touch and iPhone including the new iPhone 3GS, the fastest, most powerful iPhone yet. Apple has shipped over 40 million of these devices that run apps from the App Store.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[Dr. Eric Schmidt Resigns from Apple's Board of Directors](#) [Aug 3, 2009]

Apple® today announced that Dr. Eric Schmidt, chief executive officer of Google, is resigning from Apple's Board of Directors, a position he has held <mark>since August 2006</mark>.

"Eric has been an excellent Board member for Apple, investing his valuable time, talent, passion and wisdom to help make Apple successful," said Steve Jobs, Apple's CEO. "Unfortunately, <mark>as Google enters more of Apple's core businesses, with Android and now Chrome OS,</mark> Eric's effectiveness as an Apple Board member will be significantly diminished, since he will have to recuse himself from even larger portions of our meetings due to potential conflicts of interest. Therefore, we have mutually decided that now is the right time for Eric to resign his position on Apple's Board."

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

BACKGROUND COLLECTED FROM GOOGLE SOURCES:

- [November 5, 2007](#): Google launches Android, an Open Mobile Platform

- [November 12, 2007](#): "early look" Android SDK releases (with Android version m3-rc20a)

- [August 28, 2008](#): **Android Market** announced

- [Sept**ember 23, 20**08](#): Android makes its debut in the **[T-Mobile (US) G1](#)** smartphone ([HTC Dream)](#)with Android 1.0. This came next to UK (in November), as well as to Germany, Austria, Czech Republic and the Netherlands (in Q1 2009).
  This was based on a brand new, 2008 class [Qualcomm MSM 7201a](#) SoC (528 MHz single [ARM1136](#)EJ-S core of just 1.06 DMIPS/MHz, [Adreno 130](#) GPU, HSPA etc.), had 192MB RAM and 256MB Flash, and came with a 3.2" 320×480 resolution screen.

- [September 23, 2008](#): Announcing the **Android 1.0 SDK**, release 1

- [October 22, 2008](#): the **Android Market** is available for users

- [February 13, 2009](#): Support for priced applications introduced on the Android Market (US and UK developers only)

- [April 30, 2009](#): **Android 1.5** (Cupcake), the next version after 1.0, released for Android-powered handsets (The history of early Android releases upto version 1.6, Donut is provided by Google[here](#).)

- [Jan**uary 5, 20**10](#): **[Nexus One](#)** (HTC Passion), the newest Android-powered phone running the latest **Android 2.1** (Eclair) software introduced (dogfooding was in [Dec 2009](#))
  This was based on Qualcomm's next-generation [Qualcomm QSD8250](#) SoC (1 GHz single Scorpion ARM core of 2.1 DMIPS/MHz — essentially of Cortex-A8 class but architectured and designed by Qualcomm, [Adreno 200](#) GPU, HSPA etc.), had 512MB RAM and 512MB ROM, was expandable with a microSD card, and came with a 3.7" 480×800 resolution AMOLED screen. Note that HTC was working with Qualcomm on that at least since November 2007 when the [QSD8250 was announced](#).

[**Apple's App Store Downloads Top Two Billion**](#) [Sept 28, 2009]

More Than 85,000 Apps Now Available for iPhone & iPod touch

Apple® today announced that more than two billion apps have been downloaded from its revolutionary App Store, the largest applications store in the world. There are now more than 85,000 apps available to the more than 50 million iPhone™ and iPod touch® customers worldwide and over 125,000 developers in Apple's iPhone Developer Program.

 "The rate of App Store downloads continues to accelerate with users downloading a staggering two billion apps in just over a year, including more than half a billion apps this quarter alone," said Steve Jobs, Apple's CEO. "The App Store has reinvented what you can do with a mobile handheld device, and our users are clearly loving it."

Today, iPhone and iPod touch customers in 77 countries worldwide can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel. With the recently introduced iTunes® 9, it's now easier than ever to organize and sync your apps right in iTunes and they will automatically appear on your iPhone or iPod touch with the same layout.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[**Apple Announces Over 100,000 Apps Now Available on the App Store**](#) [Nov 4, 2009]

Apple® today announced that developers have created over 100,000 apps for the revolutionary App Store, the largest applications store in the world. iPhone® and iPod touch® customers in 77 countries can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel. App Store users have downloaded well over two billion apps, continuing to make it the world's most popular applications store.

"The App Store, now with over 100,000 applications available, is clearly a major differentiator for millions of iPhone and iPod touch customers around the world," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "The iPhone SDK created the first great platform for mobile applications and our customers are loving all of the amazing apps our developers are creating."

"The App Store has forever changed the mobile gaming industry and continues to improve," said Travis Boatman, vice president of Worldwide Studios, EA Mobile. "With a global reach of over 50 million iPhone and iPod touch users, the App Store has allowed us to develop high quality EA games that have been a huge success with customers."

"With 10,000 downloads a day, worldwide customer response to our I Am T-Pain App has exceeded our wildest expectations," said Jeff Smith, CEO of Smule. "The App Store has given us a unique opportunity to create and grow a very successful business, and we're looking forward to an exciting future."

Apple continues to improve search and discovery with new features including Genius for Apps, App Store Essentials selections, sub category listings and more valuable customer reviews. With the recently introduced iTunes® 9, it's also now easier than ever to organize and sync your apps right in iTunes and they will automatically appear on your iPhone or iPod touch with the same layout.

The release of iPhone OS 3.0 this summer made over 100 new features available to iPhone and iPod touch users including Cut, Copy and Paste; MMS; landscape view for Mail, Text and Notes; stereo Bluetooth; shake to shuffle; parental controls; automatic login at Wi-Fi hot spots and Push Notifications. These new features have been incredibly popular with customers and there have already been more than two billion Push Notifications sent to apps available from the App Store. Additionally, the recently introduced In App Purchase feature for free apps means leading developers will now be able to offer customers the choice of buying content, subscriptions and digital services from directly inside their apps.

Apple's App Store Downloads Top Three Billion [Jan 5, 2010]

Apple® today announced that more than three billion apps have been downloaded from its revolutionary App Store by iPhone® and iPod touch® users worldwide.

"Three billion applications downloaded in less than 18 months—this is like nothing we've ever seen before," said Steve Jobs, Apple's CEO. "The revolutionary App Store offers iPhone and iPod touch users an experience unlike anything else available on other mobile devices, and we see no signs of the competition catching up anytime soon."

iPhone and iPod touch customers in 77 countries worldwide can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

iTunes Store Tops 10 Billion Songs Sold [Feb 25, 2010]

Apple® today announced that music fans have purchased and downloaded over 10 billion songs from the iTunes® Store (www.itunes.com), the world's most popular online music, TV and movie store. The 10 billionth song, "Guess Things Happen That Way" by Johnny Cash, was purchased by Louie Sulcer of Woodstock, Georgia. As the winner of the iTunes Countdown to 10 Billion Songs, Louie will receive a $10,000 iTunes Gift Card. iTunes is the number one music retailer in the world and features the world's largest music catalog with over 12 million songs.

"We're grateful to all of our customers for helping us reach this amazing milestone," said Eddy Cue, Apple's vice president of Internet Services. "We're proud that iTunes has become the number one music retailer in the world, and selling 10 billion songs is truly staggering."

The iTunes Store has a catalog of over 12 million songs, over 55,000 TV episodes and over 8,500 movies including over 2,500 in stunning high definition video. With Apple's legendary ease of use, pioneering features such as iTunes Movie Rentals, integrated podcasting support, the ability to turn previously purchased tracks into complete albums at a reduced price, and seamless integration with iPod® and iPhone®, the iTunes Store is the best way for Mac® and PC users to legally discover, purchase and download music and video online.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market with its revolutionary iPhone.

Apple Sues HTC for Patent Infringement [March 2, 2010]

Apple® today filed a lawsuit against HTC for infringing on 20 Apple patents related to the iPhone's user interface, underlying architecture and hardware. The lawsuit was filed concurrently with the U.S. International Trade Commission (ITC) and in U.S. District Court in Delaware.

"We can sit by and watch competitors steal our patented inventions, or we can do something about it. We've decided to do something about it," said Steve Jobs, Apple's CEO. "We think competition is healthy, but competitors should create their own original technology, not steal ours."

Apple reinvented the mobile phone in 2007 with its revolutionary iPhone®, and did it again in 2008 with its pioneering App Store, which now offers more than 150,000 mobile applications in over 90 countries. Over 40 million iPhones have been sold worldwide.

[**Apple Launches iPad**](#) [Jan 27, 2010]

Magical & Revolutionary Device at an Unbelievable Price

Apple® today introduced iPad, a revolutionary device for browsing the web, reading and sending email, enjoying photos, watching videos, listening to music, playing games, reading e-books and much more. iPad's responsive high-resolution Multi-Touch™ display lets users physically interact with applications and content. iPad is just 0.5 inches thick and weighs just 1.5 pounds— thinner and lighter than any laptop or netbook. iPad includes 12 new innovative apps designed especially for the iPad, and will run almost all of the over 140,000 apps in the App Store. iPad will be available in late March starting at the breakthrough price of just $499.

"iPad is our most advanced technology in a magical and revolutionary device at an unbelievable price," said Steve Jobs, Apple's CEO. "iPad creates and defines an entirely new category of devices that will connect users with their apps and content in a much more intimate, intuitive and fun way than ever before."

iPad features 12 next-generation Multi-Touch applications. Every app works in both portrait and landscape, automatically animating between views as the user rotates iPad in any direction. The precise Multi-Touch interface makes surfing the web on iPad an entirely new experience, dramatically more interactive and intimate than on a computer. Reading and sending email is fun and easy on iPad's large screen and almost full-size "soft" keyboard. Import photos from a Mac®, PC or digital camera, see them organized as albums, and enjoy and share them using iPad's elegant slideshows. Watch movies, TV shows and YouTube, all in HD or flip through pages of an e-book you downloaded from Apple's new iBookstore while listening to your music collection.

iPad runs almost all of the over 140,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®. The iTunes® Store gives you access to the world's most popular online music, TV and movie store with a catalog of over 11 million songs, over 50,000 TV episodes and over 8,000 films including over 2,000 in stunning high definition video. Apple also announced the new iBooks app for iPad, which includes Apple's new iBookstore, the best way to browse, buy and read books on a mobile device. The iBookstore will feature books from major and independent publishers.

Apple also introduced a new version of iWork® for iPad, the first desktop-class productivity suite designed specifically for Multi-Touch. With Pages®, Keynote® and Numbers® you can create beautifully formatted documents, stunning presentations with animations and transitions, and spreadsheets with charts, functions and formulas. The three apps will be available separately through the App Store for $9.99 each.

iPad syncs with iTunes just like the iPhone and iPod touch, using the standard Apple 30-pin to USB cable, so you can sync all of your contacts, photos, music, movies, TV shows, applications and more from your Mac or PC. All the apps and content you download on iPad from the App Store, iTunes Store and iBookstore will be automatically synced to your iTunes library the next time you connect with your computer.

iPad's brilliant 9.7-inch, LED-backlit display features IPS technology to deliver crisp, clear images and consistent color with an ultra-wide 178 degree viewing angle. The highly precise, capacitive Multi-Touch display is amazingly accurate and responsive whether scrolling web pages or playing games. The intelligent soft keyboard pioneered on iPhone takes advantage of iPad's larger display to offer an almost full-size soft keyboard. iPad also connects to the new iPad Keyboard Dock with a full-size traditional keyboard.

iPad is powered by A4, Apple's next-generation system-on-a-chip. Designed by Apple, the new A4 chip provides exceptional processor and graphics performance along with long battery life of up to 10 hours.* Apple's advanced chemistry and Adaptive Charging technology deliver up to 1,000 charge cycles without a significant decrease in battery capacity over a typical five year lifespan.**

iPad comes in two versions—one with Wi-Fi and the other with both Wi-Fi and 3G. iPad includes the latest 802.11n Wi-Fi, and the 3G versions support speeds up to 7.2 Mbps on HSDPA networks. Apple and AT&T announced breakthrough 3G pre-paid data plans for iPad with easy, on-device activation and management.

Continuing Apple's dedication to designing and creating environmentally responsible products, each iPad enclosure is made of highly recyclable aluminum and comes standard with energy-efficient LED-backlit displays that are mercury-free and made with arsenic-free glass. iPad contains no brominated flame retardants and is completely PVC-free.

Apple today released a new Software Development Kit (SDK) for iPad, so developers can create amazing new applications designed to take advantage of iPad's capabilities. The SDK includes a simulator that lets developers test and debug their iPad apps on a Mac, and also lets developers create Universal Applications that run on iPad, iPhone and iPod touch.

Pricing & Availability
iPad will be available in late March worldwide for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model, $699 (US) for the 64GB model. The Wi-Fi + 3G models of iPad will be available in April in the US and selected countries for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad will be sold in the US through the Apple Store® (www.apple.com), Apple's retail stores and select Apple Authorized Resellers. International pricing and worldwide availability will be announced at a later date. iBookstore will be available in the US at launch.

*Apple tested wireless battery life by browsing web pages and receiving email over an AirPort® network, never letting the system go to sleep during the test, and keeping the display at half brightness. This is a typical scenario of use on the go, resulting in a battery performance number that is very relevant to mobile users.

**A properly maintained iPad battery is designed to retain 80 percent or more of its original capacity during a lifespan of up to 1,000 recharge cycles. Battery life and charge cycles vary by use and settings.

Apple ignited the personal computer revolution in the 1970s …. and has entered the mobile phone market with its revolutionary iPhone.

iPad Available in US on April 3 [March 5, 2010]

Pre-Order on March 12

pple® today announced that its magical and revolutionary iPad will be available in the US on Saturday, April 3, for Wi-Fi models and in late April for Wi-Fi + 3G models. In addition, all models of iPad will be available in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK in late April.

Beginning a week from today, on March 12, US customers can pre-order both Wi-Fi and Wi-Fi + 3G models from Apple's online store (www.apple.com) or reserve a Wi-Fi model to pick up on Saturday, April 3, at an Apple retail store.

"iPad is something completely new," said Steve Jobs, Apple's CEO. "We're excited for customers to get their hands on this magical and revolutionary product and connect with their apps and content in a more intimate, intuitive and fun way than ever before."

Starting at just $499, iPad lets users browse the web, read and send email, enjoy and share photos, watch videos, listen to music, play games, read ebooks and much more. iPad is just 0.5 inches thick and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers battery life of up to 10 hours.*

iPad's revolutionary Multi-Touch™ interface makes surfing the web an entirely new experience, dramatically more interactive and intimate than on a computer. You can read and send email on iPad's large screen and almost full-size "soft" keyboard or import photos from a Mac®, PC or digital camera, see them organized as albums, and enjoy and share them using iPad's elegant slideshows. iPad makes it easy to watch movies, TV shows and YouTube, all in HD, or flip through the pages of an ebook you downloaded from Apple's new iBookstore while listening to your music collection.

The App Store on iPad lets you wirelessly browse, buy and download new apps from the world's largest app store. iPad includes 12 new innovative apps designed especially for iPad and will run almost all of the more than 150,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®. Developers are already creating exciting new apps designed for iPad that take advantage of its Multi-Touch interface, large screen and high-quality graphics.

The new iBooks app for iPad includes Apple's new iBookstore, the best way to browse, buy and read books on a mobile product. The iBookstore will feature books from the New York Times Best Seller list from both major and independent publishers, including Hachette Book Group, HarperCollins Publishers, Macmillan Publishers, Penguin Group and Simon & Schuster.

The iTunes® Store gives iPad users access to the world's most popular online music, TV and movie store with a catalog of over 12 million songs, over 55,000 TV episodes and over 8,500 films including over 2,500 in stunning high definition. All the apps and content you download on iPad from the App Store, iTunes Store and iBookstore will be automatically synced to your iTunes library the next time you connect with your computer.

Pricing & Availability
iPad will be available in Wi-Fi models on April 3 in the US for a suggested retail price of $499 for 16GB, $599 for 32GB, $699 for 64GB. The Wi-Fi + 3G models will be available in late April for a suggested retail price of $629 for 16GB, $729 for 32GB and $829 for 64GB. iPad will be sold in the US through the Apple Store® (www.apple.com), Apple's retail stores and select Apple Authorized Resellers.

iPad will be available in both Wi-Fi and Wi-Fi + 3G models in late April in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK. International pricing will be announced in April. iPad will ship in additional countries later this year.

The iBooks app for iPad including Apple's iBookstore will be available as a free download from the App Store in the US on April 3, with additional countries added later this year.

*Battery life depends on device settings, usage and other factors. Actual results vary.

Apple ignited the personal computer revolution in the 1970s .... and has entered the mobile phone market with its revolutionary iPhone.

[iPad Arrives This Saturday](#) [March 29, 2010]

Apple's magical new iPad will be available in all 221 US Apple® retail stores and most Best Buy stores this Saturday, April 3, beginning at 9 a.m. Starting at just $499, iPad lets users browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad is just 0.5 inches thick and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.*

"iPad connects users with their apps and content in a far more intimate and fun way than ever before," said Steve Jobs, Apple's CEO. "We can't wait for users to get their hands and fingers on it this weekend."

Apple retail stores will offer a free Personal Setup service to every customer who buys an iPad at the store, helping them customize their new iPad by setting up their email, loading their favorite apps from the App Store, and more. Also beginning Saturday morning, all US Apple retail stores will host special iPad workshops to help customers learn more about this magical new product.

Pricing & Availability
iPad will be available in Wi-Fi models on April 3 in the US for a suggested retail price of $499 for 16GB, $599 for 32GB, and $699 for 64GB. The Wi-Fi + 3G models will be available in late April for a suggested retail price of $629 for 16GB, $729 for 32GB and $829 for 64GB. iPad will be sold in the US through the Apple Store® (www.apple.com), Apple's retail stores, most Best Buy stores, select Apple Authorized Resellers and campus bookstores. The iBooks app for iPad including Apple's iBookstore will be available as a free download from the App Store in the US on April 3.

*Battery life depends on device settings, usage and other factors. Actual results vary.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market with its revolutionary iPhone.

Apple Sells Over 300,000 iPads First Day [April 5, 2010]

Apple® today announced that it sold over 300,000 iPads in the US as of midnight Saturday, April 3. These sales included deliveries of pre-ordered iPads to customers, deliveries to channel partners and sales at Apple Retail Stores. Apple also announced that iPad users downloaded over one million apps from Apple's App Store and over 250,000 ebooks from its iBookstore during the first day.

"It feels great to have the iPad launched into the world—it's going to be a game changer," said Steve Jobs, Apple's CEO. "iPad users, on average, downloaded more than three apps and close to one book within hours of unpacking their new iPad."

Apple ignited the personal computer revolution with the Apple II, then reinvented the personal computer with the Macintosh. Apple continues to lead the industry with its award-winning computers, OS X operating system, and iLife, iWork and professional applications. Apple leads the digital music revolution with its iPods and iTunes online store, has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

iPad Wi-Fi + 3G Models Available in US on April 30 [April 20, 2010]

Apple® today announced that the Wi-Fi + 3G models of its magical iPad™ will be delivered to US customers who've pre-ordered on Friday, April 30, and will be available in Apple retail stores the same day starting at 5:00 p.m.

iPad allows users to connect with their apps and content in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad Wi-Fi + 3G models are just 0.5 inches thick and weigh just 1.6 pounds—thinner and lighter than any laptop or netbook—and deliver up to 10 hours of battery life for surfing the web on Wi-Fi, watching videos or listening to music, and up to nine hours of surfing the web using a 3G data network.*

Apple retail stores will offer a free Personal Setup service to every customer who buys an iPad at the store, helping them customize their new iPad by setting up their email, loading their favorite apps from the App Store, and more.

US Apple retail stores are also hosting special iPad workshops to help customers learn more about this magical new product.

Pricing & Availability

iPad is available in Wi-Fi models in the US for a suggested retail price of $499 for 16GB, $599 for 32GB and $699 for 64GB. The Wi-Fi + 3G models will be available on April 30 in the US for a suggested retail price of $629 for 16GB, $729 for 32GB and $829 for 64GB. iPad is sold in the US through the Apple Store® (www.apple.com), Apple's retail stores, most Best Buy stores, select Apple Authorized Resellers and campus bookstores. AT&T is offering breakthrough 3G pre-paid data plans for iPad with easy, on-device activation and management.

iPad will be available at the end of May in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK. Apple will announce international pricing and begin taking online pre-orders for iPad on May 10.

*Battery life depends on device settings, usage and other factors. Actual results vary.

Apple ignited the personal computer revolution ... has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Apple Sells One Million iPads [May 3, 2010]

Apple® today announced that it sold its one millionth iPad™ on Friday, just 28 days after its introduction on April 3. iPad users have already downloaded over 12 million apps from the App Store and over 1.5 million ebooks from the new iBookstore.

"One million iPads in 28 days—that's less than half of the 74 days it took to achieve this milestone with iPhone," said Steve Jobs, Apple's CEO. "Demand continues to exceed supply and we're working hard to get this magical product into the hands of even more customers."

iPad allows users to connect with their apps and content in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad is 0.5 inches thin and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.*

Developers have created over 5,000 exciting new apps for iPad that take advantage of its Multi-Touch user interface, large screen and high-quality graphics. iPad will run almost all of the more than 200,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®.

*Battery life depends on device settings, usage and other factors. Actual results vary.

Apple ignited the personal computer revolution ... has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

iPad Available in Nine More Countries on May 28 [May 7, 2010]

Pre-Orders Begin May 10

Apple® today announced that iPad™ will be available in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK on Friday, May 28. Customers can pre-order all iPad models from Apple's online store in all nine countries beginning on Monday, May 10. In the US, Apple has already sold over one million iPads and customers

have downloaded over 12 million apps from the App Store, as well as over 1.5 million ebooks from the new iBookstore.

iPad allows users to connect with their apps and content in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad is 0.5 inches thin and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.*

The App Store on iPad lets you wirelessly browse, buy and download new apps from the world's largest app store. iPad includes 12 new innovative apps designed especially for iPad and will run almost all of the more than 200,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®. Developers have created more than 5,000 exciting new apps designed for iPad that take advantage of its Multi-Touch interface, large screen and high-quality graphics.

Pricing & Availability
Apple plans to release iPad in Austria, Belgium, Hong Kong, Ireland, Luxembourg, Mexico, Netherlands, New Zealand and Singapore in July. Apple will announce availability, local pricing and pre-order plans for these nine additional countries at a later date.

*Battery life depends on device settings, usage and other factors. Actual results vary.

Apple ignited the personal computer revolution ... has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[**Apple Sells Two Million iPads in Less Than 60 Days**](#) [May 31, 2010]

Apple® today announced that iPad™ sales have topped two million in less than 60 days since its launch on April 3. Apple began shipping iPad in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK this past weekend. iPad will be available in nine more countries in July and additional countries later this year.

"Customers around the world are experiencing the magic of iPad, and seem to be loving it as much as we do," said Steve Jobs, Apple's CEO. "We appreciate their patience, and are working hard to build enough iPads for everyone."

iPad allows users to connect with their apps, content and the Internet in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad is 0.5 inches thin and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.*

Developers have created over 5,000 exciting new apps for iPad that take advantage of its Multi-Touch user interface, large screen and high-quality graphics. iPad will run almost all of the more than 200,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®.

*Battery life depends on device settings, usage and other factors. Actual results vary.

Apple ignited the personal computer revolution ... has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[**Apple Sells Three Million iPads in 80 Days**](#) [June 22, 2010]

Apple® today announced that it sold its three millionth iPad™ yesterday, just 80 days after its introduction in the US. iPad is a revolutionary and magical product that allows users to connect with their apps, content and the Internet in a more intimate, intuitive and fun way than ever before.

"People are loving iPad as it becomes a part of their daily lives," said Steve Jobs, Apple's CEO. "We're working hard to get this magical product into the hands of even more people around the world, including those in nine more countries next month."

Developers have created over 11,000 exciting new apps for iPad that take advantage of its Multi-Touch™ user interface, large screen and high-quality graphics. iPad will run almost all of the more than 225,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®.

Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch user interface. iPad is 0.5 inches thin and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.*

*Battery life depends on device settings, usage and other factors. Actual results vary.

Apple ignited the personal computer revolution ... has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[**iPad Available in Nine More Countries This Friday**](#) [July 19, 2010]

Apple® today announced that iPad™ will be available in Austria, Belgium, Hong Kong, Ireland, Luxembourg, Mexico, Netherlands, New Zealand and Singapore this Friday, July 23. iPad allows users to connect with their apps and content in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad is 0.5 inches thin and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.*

Beginning this Friday, customers can purchase all models of iPad through Apple's retail stores and Apple Authorized Resellers.

Pricing & Availability
All iPad models will be available in Austria, Belgium, Hong Kong, Ireland, Luxembourg, Mexico, Netherlands, New Zealand and Singapore this Friday, July 23.

iPad is currently available in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland, the UK and the US for a suggested retail price of $499 (US) for 16GB, $599 (US) for 32GB, and $699 (US) for 64GB for iPad Wi-Fi models and $629 (US) for 16GB, $729 (US) for 32GB and $829 (US) for 64GB for iPad with Wi-Fi + 3G models. iPad will roll out to many more countries later this year and Apple will announce availability and local pricing for these additional countries at a later date.

*Battery life depends on device settings, usage and other factors. Actual results vary.

Apple ignited the personal computer revolution ... has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Includes Multitasking, Folders, iBooks, Unified Inbox & More

Apple® today previewed its iPhone® OS 4 software and released a beta version of the software to iPhone Developer Program members. The iPhone OS 4 beta release includes an updated Software Development Kit (SDK) with over 1,500 new Application Programming Interfaces (APIs) and over 100 new features that will be available to iPhone and iPod touch® users this summer. New features include Multitasking for third party apps; Folders to better organize and access apps; improved Mail with a unified inbox, fast inbox switching and threaded messages; enhanced Enterprise support with even better data protection, mobile device management, wireless app distribution and more; Apple's new iAd mobile advertising platform; and iBooks, the delightful new ebook reader and online bookstore recently debuted on the iPad™.

"iPhone OS 4 is the fourth major release of the world's most advanced mobile operating system," said Steve Jobs, Apple's CEO. "We're delivering over 100 new features, including multitasking, folders, a unified inbox, deeper Enterprise support, and an iPhone version of our iBooks reader and online iBookstore."

iPhone OS 4's new multitasking offers users a new way to quickly move between apps, and provides developers seven new multitasking services to easily add multitasking features to their apps. These services include background audio, so apps like Pandora can play music in the background, and VoIP, so VoIP apps can receive a VoIP call even when the iPhone is asleep or the user is running other apps. iPhone OS 4 provides multitasking to third party apps while preserving battery life and foreground app performance, which has until now proved elusive on mobile devices.

Folders help users better organize and quickly access their apps. Simply drag one app icon onto another, and a new folder is automatically created. The folder is automatically given a name based on the App Store category of that app, such as "Games," which the user can easily rename. Using folders, users can now organize and access over 2,000 apps on their iPhone. Users can also create and manage iPhone folders on their Mac® or PC using iTunes® 9.2.

iPhone OS 4 delivers the best mail experience on a mobile phone with its new Unified Inbox, allowing users to see messages from all their email accounts displayed together in a single inbox. With just a few taps, users can quickly switch between inboxes to see messages from any single account. In addition, users can now thread their messages by conversation, making it easier to stay on top of email discussions, as well as open email attachments with compatible apps from the App Store.

iAd, Apple's new mobile advertising platform, combines the emotion of TV ads with the interactivity of web ads. Today, when users click on mobile ads they are almost always taken out of their app to a web browser, which loads the advertiser's webpage. Users must then navigate back to their app, and it is often difficult or impossible to return to exactly where they left. iAd solves this problem by displaying full-screen video and interactive ad content without ever leaving the app, and letting users return to their app anytime they choose. iPhone OS 4 lets developers easily embed iAd opportunities within their apps, and the ads are dynamically and wirelessly delivered to the device. Apple will sell and serve the ads, and developers will receive an industry-standard 60 percent of iAd revenue.

The iPhone OS 4 beta release includes a developer preview of Game Center, which contains a set of APIs that allows developers to create apps with the ability to invite friends to play a game, start a multiplayer game through matchmaking and track achievements and compare high scores on a leader board. Apps created with GameKit APIs will work with Game Center, Apple's new social gaming network available to iPhone and iPod touch users later this year.

New enterprise features in iPhone OS 4 include improvements in security, scalability and compatibility. The new Mobile Device Management service can be integrated with third party servers to wirelessly configure, query and

even wipe or lock managed iPhones, and iPhone OS 4 enables enterprises to securely host and wirelessly distribute their own in-house developed apps to employees. The new Data Protection feature uses a user's passcode as an encryption key to protect mail messages and attachments stored on the iPhone. iPhone OS 4 now provides the option to set a longer, more complex passcode, making iPhone and its data even more secure. iPhone OS 4 allows IT managers to set up multiple Exchange ActiveSync accounts, is compatible with Exchange Server 2010 and includes support for forthcoming SSL VPN applications from Juniper Networks and Cisco.

Today, more than four billion apps have been downloaded from the revolutionary App Store and more than 185,000 apps are available to consumers in 90 countries. Over 85 million iPhone and iPod touch users around the world can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel.

Availability
The iPhone OS 4 beta software and SDK are available immediately for iPhone Developer Program members at developer.apple.com. iPhone OS 4 will be available as a software update to iPhone and iPod touch users this summer.* A version of iPhone OS 4 will be coming to iPad this Fall.

*Some features may not be available on all products. For example, Multitasking requires iPhone 3GS or third generation iPod touch (late 2009 models with 32GB or 64GB).

Apple ignited the personal computer revolution ... has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Apple Presents iPhone 4 [June 7, 2010]

All-New Design with FaceTime Video Calling, Retina Display, 5 Megapixel Camera & HD Video Recording

Thinnest Smartphone Ever

Apple® today presented the new iPhone® 4 featuring FaceTime, which makes the dream of video calling a reality, and Apple's stunning new Retina display, the highest resolution display ever built into a phone, resulting in super crisp text, images and video. In addition, iPhone 4 features a 5 megapixel camera with LED flash, HD video recording, Apple's A4 processor, a 3-axis gyro and up to 40 percent longer talk time—in a beautiful all-new design of glass and stainless steel that is the thinnest smartphone in the world. iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system, which includes over 100 new features and 1500 new APIs for developers. iOS 4 features Multitasking, Folders, enhanced Mail, deeper Enterprise support and Apple's new iAd mobile advertising platform. iPhone 4 will be available in the US, UK, France, Germany and Japan on June 24, starting in the US at just $199 for qualified buyers with a two year contract.*

"iPhone 4 is the biggest leap since the original iPhone," said Steve Jobs, Apple's CEO. "FaceTime video calling sets a new standard for mobile communication, and our new Retina display is the highest resolution display ever in a phone, with text looking like it does on a fine printed page. We have been dreaming about both of these breakthroughs for decades."

FaceTime is as mobile as your phone, so you can see your loved ones and friends anywhere there is Wi-Fi. Using FaceTime is as easy as making a regular voice call, with no set-up required, and you can instantly switch to the rear camera to show others what you are seeing with just a tap.

Apple's stunning 3.5 inch Retina display has 960 x 640 pixels—four times as many pixels as the iPhone 3GS and 78 percent of the pixels on an iPad™. The resulting 326 pixels per inch is so dense that the human eye is unable to

distinguish individual pixels when the phone is held at a normal distance, making text, images and video look sharper, smoother and more realistic than ever before on an electronic display.

iPhone 4 is the thinnest smartphone ever—9.3 millimeters—with an all-new design and build quality like no other mobile device. The front and back are made of aluminosilcate glass, chemically strengthened to be 30 times harder than plastic, more scratch resistant and more durable than ever. The front and back glass have an oil-resistant coating that helps keep it clean, and encircling iPhone 4 is a highly finished stainless steel band made of a custom alloy that is forged to be five times stronger than standard steel.

iPhone 4 features a new 5 megapixel autofocus camera with a 5x digital zoom, a backside illuminated sensor and built-in LED flash that allows you to take amazing pictures even in low light and dark environments. iPhone 4 lets you record and edit incredible HD video and the popular tap to focus feature now works while recording video. You can use the iPhone 4's LED flash for both still photography and video recording. The new iMovie® app for iPhone lets you combine movie clips, add dynamic transitions and themes and include photos and music, and users can buy it for just $4.99 through the App Store right on their phone.

iPhone 4 is the best mobile device ever for games and entertainment, with access to tens of thousands of games and entertainment apps on the revolutionary App Store. Every iPhone 4 has a built-in 3-axis gyro that when combined with the accelerometer provides 6-axis motion sensing such as up and down, side to side, forward and backward and pitch and roll, making it perfect for gaming. Developers can access the gyro using the new CoreMotion API to make games and other apps that go well beyond what other mobile devices offer.

iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system. With over 100 new features, it includes Multitasking, Folders, enhanced Mail, deeper Enterprise support and Apple's new iAd mobile advertising platform. With Multitasking, users can now instantly switch between any of their apps while preserving battery life. With Folders, users can easily organize their apps into collections by simply dragging one app on top of another. A folder is automatically created and named based on the category of apps selected. Users can change the name of any folder at any time. In addition, users can now customize their lock and home screens with an array of supplied wallpapers or with any of the photos on their phone.

The new iBooks® app will be available for iPhone 4 as a free download from the App Store and includes Apple's new iBookstore, the best way to browse, buy and read books on a mobile product. The iBooks app will sync your current place in a book, along with any bookmarks, highlights and notes you have created, between copies of the same book on your iPad, iPhone or iPod touch®. iBooks users can also now read and store PDFs right in iBooks. There are now over 60,000 books available in the iBookstore, and users have downloaded over five million books in the first two months.

More than five billion apps have been downloaded from the revolutionary App Store and more than 225,000 apps are available to consumers in 90 countries. Almost 100 million iPhone and iPod touch users around the world can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel.

iPhone 4 delivers an amazing seven hours of talk time on 3G networks, up to 10 hours of web browsing on Wi-Fi and up to six hours on 3G, and up to 10 hours of video playback and up to 40 hours of audio playback.** iPhone 4 is powered by Apple's new A4 processor that provides exceptional processor and graphic performance along with long battery life. iPhone 4 features a second microphone and advanced software to suppress unwanted background noise for improved call quality when in loud places. iPhone 4 also offers 802.11n Wi-Fi networking and adds quad-band HSUPA to provide 7.2Mbps downlink and 5.8Mbps uplink capability.***

Pricing & Availability

iPhone 4 comes in either black or white and will be available in the US for a suggested retail price of $199 (US) for

the 16GB model and $299 (US) for the 32GB model in both Apple and AT&T's retail and online stores, Best Buy and Wal-Mart stores. iPhone 4 will be available in the US, France, Germany, Japan and the UK on June 24 and customers can pre-order their iPhone 4 beginning Tuesday, June 15 from the Apple Online Store or reserve an iPhone 4 to pick up at an Apple Retail Store. iMovie for iPhone will be available on the App Store for just $4.99 (US).

Also on June 24, a new iPhone 3GS 8GB model will be available for just $99 (US). iOS 4 software will be available on June 21 as a free software update via iTunes® 9.2 or later for iPhone and iPod touch customers.****

iPhone 4 will roll out worldwide to 88 countries by the end of September. iPhone 4 will be available by the end of July in Australia, Austria, Belgium, Canada, Denmark, Finland, Hong Kong, Ireland, Italy, Luxembourg, Netherlands, Norway, New Zealand, Singapore, South Korea, Spain, Sweden and Switzerland.

*Qualified customers only. Requires a new two year AT&T rate plan, sold separately.

**Battery life depends on device settings, usage and other factors. Actual results vary.

***Speed is dependent on cellular network capability.

****iOS 4 is compatible with iPhone 3G, iPhone 3GS, iPhone 4, second and third generation iPod touch (late 2009 models with 32GB or 64GB). Some features may not be available on all products. For example, Multitasking requires iPhone 3GS, iPhone 4 or third generation iPod touch (late 2009 models with 32GB or 64GB).

Apple ignited the personal computer revolution with the Apple II, then reinvented the personal computer with the Macintosh. Apple continues to lead the industry with its award-winning computers, OS X operating system, and iLife, iWork and professional applications. Apple leads the digital music revolution with its iPods and iTunes online store, has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Statement by Apple on iPhone 4 Pre-Orders [June 16, 2010]

Yesterday Apple and its carrier partners took pre-orders for more than 600,000 of Apple's new iPhone 4. It was the largest number of pre-orders Apple has ever taken in a single day and was far higher than we anticipated, resulting in many order and approval system malfunctions. Many customers were turned away or abandoned the process in frustration. We apologize to everyone who encountered difficulties, and hope that they will try again or visit an Apple or carrier store once the iPhone 4 is in stock.

Statement by Apple on White iPhone 4 [June 23, 2010]

White models of Apple's new iPhone® 4 have proven more challenging to manufacture than expected, and as a result they will not be available until the second half of July. The availability of the more popular iPhone 4 black models is not affected.

iPhone 4 Sales Top 1.7 Million [June 28, 2010]

Apple® today announced that it has sold over 1.7 million of its iPhone® 4 through Saturday, June 26, just three days after its launch on June 24. The new iPhone 4 features FaceTime®, which makes video calling as easy as one tap, and Apple's new Retina display, the highest resolution display ever built into a phone, resulting in stunning text, images and video.

"This is the most successful product launch in Apple's history," said Steve Jobs, Apple's CEO. "Even so, we apologize to those customers who were turned away because we did not have enough supply."

iPhone 4 also features a 5 megapixel camera with LED flash, HD 720p video recording, Apple's A4 processor, a 3-axis gyro and up to 40 percent longer talk time—in a beautiful all-new design of glass and stainless steel that is the thinnest smartphone in the world.

iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system, which features Multitasking, Folders, enhanced Mail, deeper Enterprise support and Apple's new iAd mobile advertising platform.

Pricing & Availability

iPhone 4 is available in the US for a suggested retail price of $199 (US)* for the 16GB model and $299 (US) for the 32GB model in both Apple and AT&T's retail and online stores, Best Buy, Radio Shack and Wal-Mart stores. iPhone 4 is also available in the UK, France, Germany and Japan and will be available in an additional 18 countries by the end of July—Australia, Austria, Belgium, Canada, Denmark, Finland, Hong Kong, Ireland, Italy, Luxembourg, Netherlands, Norway, New Zealand, Singapore, South Korea, Spain, Sweden and Switzerland.

*Qualified customers only. Requires a new two year AT&T rate plan, sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Statement by Apple on White iPhone 4 [July 23, 2010]

White models of Apple's new iPhone® 4 have continued to be more challenging to manufacture than we originally expected, and as a result they will not be available until later this year. The availability of the more popular iPhone 4 black models is not affected.

iPhone 4 Arrives in 17 More Countries This Friday [July 26, 2010]

Apple's iPhone® 4 will be available in 17 more countries this Friday, July 30. iPhone 4 features FaceTime®, which makes video calling as easy as one tap, Apple's new Retina display, the highest resolution display ever built into a phone, resulting in stunning text, images and video, and a beautiful all-new design of glass and stainless steel that is the thinnest smartphone in the world.

Beginning this Friday, customers can purchase iPhone 4 in Australia, Austria, Belgium, Canada, Denmark, Finland, Hong Kong, Ireland, Italy, Luxembourg, Netherlands, Norway, New Zealand, Singapore, Spain, Sweden and Switzerland. iPhone 4 will be available for purchase through Apple's retail and online stores and Apple® Authorized Resellers.

iPhone 4 also features a 5 megapixel camera with LED flash, HD 720p video recording, Apple's A4 processor, a 3-axis gyro and up to 40 percent longer talk time.* iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system, which features Multitasking, Folders, enhanced Mail, deeper Enterprise support and Apple's new iAd mobile advertising platform.

Pricing & Availability

iPhone 4 will be available in Australia, Austria, Belgium, Canada, Denmark, Finland, Hong Kong, Ireland, Italy, Luxembourg, Netherlands, Norway, New Zealand, Singapore, Spain, Sweden and Switzerland this Friday, July 30.

iPhone 4 is currently available in France, Germany, Japan, the UK and the US for a suggested retail price of $199 (US) for the 16GB model and $299 (US) for the 32GB model. iPhone 4 will roll out to many more countries later this year and Apple will announce availability and local pricing for these additional countries at a later date.

*Battery life depends on device settings, usage and other factors. Actual results vary.

Letter from Apple Regarding iPhone 4 [July 2, 2010]

Dear iPhone 4 Users,

The iPhone 4 has been the most successful product launch in Apple's history. It has been judged by reviewers around the world to be the best smartphone ever, and users have told us that they love it. So we were surprised when we read reports of reception problems, and we immediately began investigating them. Here is what we have learned.

To start with, gripping almost any mobile phone in certain ways will reduce its reception by 1 or more bars. This is true of iPhone 4, iPhone 3GS, as well as many Droid, Nokia and RIM phones. But some users have reported that iPhone 4 can drop 4 or 5 bars when tightly held in a way which covers the black strip in the lower left corner of the metal band. This is a far bigger drop than normal, and as a result some have accused the iPhone 4 of having a faulty antenna design.

At the same time, we continue to read articles and receive hundreds of emails from users saying that iPhone 4 reception is better than the iPhone 3GS. They are delighted. This matches our own experience and testing. What can explain all of this?

We have discovered the cause of this dramatic drop in bars, and it is both simple and surprising.

Upon investigation, we were stunned to find that the formula we use to calculate how many bars of signal strength to display is totally wrong. Our formula, in many instances, mistakenly displays 2 more bars than it should for a given signal strength. For example, we sometimes display 4 bars when we should be displaying as few as 2 bars. Users observing a drop of several bars when they grip their iPhone in a certain way are most likely in an area with very weak signal strength, but they don't know it because we are erroneously displaying 4 or 5 bars. Their big drop in bars is because their high bars were never real in the first place.

To fix this, we are adopting AT&T's recently recommended formula for calculating how many bars to display for a given signal strength. The real signal strength remains the same, but the iPhone's bars will report it far more accurately, providing users a much better indication of the reception they will get in a given area. We are also making bars 1, 2 and 3 a bit taller so they will be easier to see.

We will issue a free software update within a few weeks that incorporates the corrected formula. Since this mistake has been present since the original iPhone, this software update will also be available for the iPhone 3GS and iPhone 3G.

We have gone back to our labs and retested everything, and the results are the same— the iPhone 4's wireless performance is the best we have ever shipped. For the vast majority of users who have not been troubled by this issue, this software update will only make your bars more accurate. For those who have had concerns, we apologize for any anxiety we may have caused.

As a reminder, if you are not fully satisfied, you can return your undamaged iPhone to any Apple Retail Store or the online Apple Store within 30 days of purchase for a full refund.

We hope you love the iPhone 4 as much as we do.

Thank you for your patience and support.

Apple

iTunes U Downloads Top 300 Million [Aug 24, 2010]

In just over three years, iTunes® U downloads have topped 300 million and it has become one of the world's most popular online educational catalogs. Over 800 universities throughout the world have active iTunes U sites, and nearly half of these institutions distribute their content publicly on the iTunes Store®. New content has just been added from universities in China, Hong Kong, Japan, Mexico and Singapore, and iTunes users now have access to over 350,000 audio and video files from educational institutions around the globe.

"iTunes U makes it easy for people to discover and learn with content from many of the world's top institutions," said Eddy Cue, Apple's vice president of Internet Services. "With such a wide selection of educational material, we're providing iTunes users with an incredible way to learn on their computer, iPhone, iPod or iPad."

Created in collaboration with colleges and universities, iTunes U makes it easy to extend learning, explore interests or learn more about a school. A dedicated area within the iTunes Store (www.iTunes.com), iTunes U offers users public access to content from world class institutions such as Harvard, MIT, Cambridge, Oxford, University of Melbourne and Université de Montréal. iTunes U gives anyone the chance to experience university courses, lab demonstrations, sports highlights, campus tours and special lectures. All iTunes U content is free and can be enjoyed on a Mac® or PC, or wirelessly downloaded directly onto an iPhone®, iPod touch® and iPad™.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Statement by Apple on App Store Review Guidelines [Sept 9, 2010]

The App Store℠ has revolutionized the way mobile applications are developed and distributed. With over 250,000 apps and 6.5 billion downloads, the App Store has become the world's largest mobile application platform and App Store developers have earned over one billion dollars from the sales of their apps.

We are continually trying to make the App Store even better. We have listened to our developers and taken much of their feedback to heart. Based on their input, today we are making some important changes to our iOS Developer Program license in sections 3.3.1, 3.3.2 and 3.3.9 to relax some restrictions we put in place earlier this year.

In particular, we are relaxing all restrictions on the development tools used to create iOS apps, as long as the resulting apps do not download any code. This should give developers the flexibility they want, while preserving the security we need.

In addition, for the first time we are publishing the App Store Review Guidelines to help developers understand how we review submitted apps. We hope it will make us more transparent and help our developers create even more successful apps for the App Store.

The App Store is perhaps the most important milestone in the history of mobile software. Working together with our developers, we will continue to surprise and delight our users with innovative mobile apps.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[iPad Wi-Fi Models Available in China on September 17](#) [Sept 13, 2010]

Apple® today announced that the Wi-Fi models of its magical iPad™ will be available to customers in China from Apple Retail Stores, and select Apple Authorized Resellers, on Friday, September 17 starting at 10:00 a.m.

iPad allows users to connect with their apps and content in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad Wi-Fi models are just 0.5 inches thick and weigh just 1.5 pounds—thinner and lighter than any laptop or netbook—and deliver up to 10 hours of battery life for surfing the web on Wi-Fi, watching videos or listening to music, and up to nine hours of surfing the web.*

Apple Retail Stores will offer a free Personal Setup service to every customer who buys an iPad at the store, helping them customize their new iPad by setting up their email, loading their favorite apps from the App Store℠, and more. Apple Retail Stores in China are also hosting special iPad workshops to help customers learn more about this magical new product.

Pricing & Availability

iPad Wi-Fi models in China will be available for a suggested retail price of CNY3988 for 16GB, CNY4788 for 32GB and CNY5588 for 64GB. iPad will be sold in China through Apple's Retail Stores, and select Apple Authorized Resellers.

iPad will roll out to many more countries later this year and Apple will announce availability and local pricing for these additional countries at a later date.

For more information please visit www.apple.com.cn.

*Battery life depends on device settings, usage and other factors. Actual results vary.

[iPhone 4 Available in China on September 25](#) [Sept 19, 2010]

New Apple Retail Stores Opening in Shanghai & Beijing

Apple® today announced that iPhone® 4 will be available to customers in China beginning Saturday, September 25 at 8:00 a.m. at Apple Retail Stores including the new Apple Store® Hong Kong Plaza in Shanghai and the new Apple Store Xidan Joy City in Beijing opening on the same day. iPhone 4 will also be available on Saturday at China Unicom retail stores for qualified buyers with a new two year contract.

iPhone 4 features FaceTime®, which makes the dream of video calling a reality, and Apple's stunning new Retina™ display, the highest resolution display ever built into a phone, resulting in super crisp text, images and video. iPhone 4 also features a 5 megapixel camera with LED flash, HD video recording, Apple's A4 processor, a 3-axis gyro and up to 40 percent longer talk time—in a beautiful all-new design of glass and stainless steel that is the thinnest smartphone in the world. iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system, which includes over 100 new features. The revolutionary App Store℠ provides access to more than 250,000 apps including the new iMovie® app built just for iPhone 4.

Customers who buy their iPhone 4 at an Apple Retail Store will receive free Personal Setup service, helping them customize their new iPhone by setting up their email, loading their favorite apps from the App Store, and other tips to get up and running before they leave the store. In addition, Apple Retail Stores will host special workshops throughout the day to help customers learn more about iPhone 4. Every Apple Retail Store is staffed by a highly trained team of passionate employees who deliver innovative services like these, plus free technical support at the Genius Bar®.

Pricing & Availability

iPhone 4 will be sold in China through Apple's retail stores for a suggested retail price of CNY4,999 for the 16GB model and CNY5,999 for 32GB model without a contract. At China Unicom stores, iPhone 4 will be available for qualified buyers with a new two year contract, sold separately. For pricing and tariff information please visit www.10010.com. The new Apple Store Hong Kong Plaza is located at 282 Huaihai Zhong Road, Shanghai. The new Apple Store Xidan Joy City is located in the Joy City shopping center at 131 North Xidan Avenue, Beijing. For more information please visit www.apple.com.cn.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Apple Launches Online Store in China [Oct 26, 2010]

Apple® today introduced the Apple Store® in China (apple.com.cn), the easiest way to shop online for Apple products including the revolutionary iPhone® 4 and the magical iPad™. Apple's online store in China features free shipping, free personalized engraving on any iPod® or iPad, and the ability to custom configure any Mac® with just a few clicks. The online Apple Store also offers a wide selection of third-party products and is the only place online to buy the iPod nano® (PRODUCT) RED.

"We are thrilled to open our newest online store in China," said Tim Cook, Apple's COO. "With personalized engraving, configure-to-order options and free shipping on everything, the Apple Store is a great destination for our customers in China."

Just in time for the holiday shopping season, signature gift wrap is available with the purchase of most Apple products including iPod, iPad and iPhone. The online Apple Store also lets eligible students and faculty members take advantage of special education pricing on Apple products.

Also starting today, customers in China can access Apple's legendary App Store℠ in Simplified Chinese, with localized featured apps and charts of the most popular paid and free apps in China. The App Store offers iPhone, iPad and iPod touch users access to the world's largest catalog of apps with over 300,000 apps in 20 categories including games, business, news, sports, health, reference and travel.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[**Apple Premieres Movies on the iTunes Store in Japan**](#) [Nov 11, 2010]

Apple® today announced that movies are now available on the iTunes Store® in Japan giving customers an incredible way to enjoy movies on their iPhone®, iPad™, iPod touch®, Mac® or PC, or with the new Apple TV® on their HD TV. Starting today, there are over 1,000 movies to rent or buy in high definition and standard definition from major international film studios including 20th Century Fox, Paramount Pictures, The Walt Disney Studios, Warner Bros. Pictures, Universal Pictures and top Japanese studios including Asmik Ace Entertainment Inc., Fuji TV, Kadakowa Pictures, Nikkatsu, Shochiku Company Limited and Toei Company Limited.

With iTunes' legendary ease of use, discovering and watching movies is as simple and easy as buying music on iTunes® has always been. Movie fans can choose from many top-rated movies in Japan, including Hollywood blockbusters such as "Toy Story 3" and "Sex and the City 2," as well as Japanese favorites including "Ototo," "Gekijôban Kamen Raidâ Dikeido: Ôru Raidâ tai Daishokkâ" and "Odoru Daisousasen THE MOVIE 2."

With iTunes Movie Rentals, once a movie is rented, it starts downloading from the iTunes Store directly to iTunes or Apple TV, and users with a fast Internet connection can start viewing the movie in seconds. Customers have up to 30 days to start watching their movie, and once a movie has been started customers have 48 hours to finish it—or watch it multiple times. In addition to renting movies on the iTunes Store, many movies are available to purchase in HD and SD.

The new Apple TV started shipping in Japan this week and offers the simplest way to watch HD movies on an HD TV and users can also enjoy millions of YouTube videos, more than 200,000 podcasts, 4,000 Internet radio stations and personal photos from MobileMe℠ and Flickr, while music, videos and photos can be streamed from Macs and PCs. Users can control Apple TV with their iPhone, iPad or iPod touch using the Remote app, available now as a free download on the App Store℠, or with the upcoming availability of AirPlay® users will be able to stream music, photos and video from their iPhone, iPad and iPod touch directly to Apple TV.

Pricing & Availability
iTunes 10 for Mac and Windows includes the iTunes Store and is available as a free download from www.apple.com/jp/itunes. iTunes movie purchases and rentals require a valid credit card with a billing address in Japan. iTunes HD movie purchases in Japan start at ¥2,000 for catalog titles and recent releases and ¥2,500 for new releases, and SD versions are priced at ¥1,000 for catalog titles, ¥1,500 for recent releases and ¥2,000 for new releases. iTunes HD Movie Rentals start at ¥300 for library title rentals and ¥500 for new releases, and SD versions start at ¥200 for library title rentals and ¥400 for new releases. Apple TV, which comes standard with an aluminum Apple Remote, is available through the Apple Store® (www.apple.com), Apple's retail stores and Apple Authorized Resellers for a suggested retail price of ¥8,800. Apple TV requires an 802.11b/g/n wireless network or Ethernet network, a broadband Internet connection and a high definition TV capable of 720p.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[Apple's AirPrint Wireless Printing for iPad, iPhone & iPod touch Coming to Users in November](#) [Sept 15, 2010]

Available First on HP ePrint Printers

Apple® today announced that it is releasing a beta version of its AirPrint wireless printing for iPad™, iPhone® and iPod touch® to members of Apple's iOS developer program today, and that AirPrint will be included in the free iOS 4.2 software update in November. AirPrint automatically finds printers on local networks and can print text, photos and graphics to them wirelessly over Wi-Fi without the need to install drivers or download software. HP's existing and upcoming ePrint enabled printers will be the first to support printing direct from iOS devices.

"AirPrint is Apple's powerful new printing architecture that matches the simplicity of iOS—no set up, no configuration, no printer drivers and no software to download," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "iPad, iPhone and iPod touch users can simply tap to print their documents or photos wirelessly to an HP ePrint printer or to a printer shared on a Mac or PC."

"We're pleased to work with Apple to bring Apple's AirPrint to our fall lineup of ePrint printers in time for the holiday shopping season," said Vyomesh Joshi, HP executive vice president, Imaging and Printing Group. "Making it easy for our customers to print anytime, anywhere, is a key priority for HP. iPad, iPhone and iPod touch customers are going to love how easy it is to print using our new range of ePrint printers, creating high-quality printed pages in an instant."

AirPrint is designed to support a wide range of printers from entry level inkjet printers to office laser printers. Additionally, iOS 4.2 devices can print to printers shared through a Mac® or a PC. iOS 4.2 compatible HP printers this fall include the HP Photosmart, Officejet, Officejet Pro and LaserJet Pro series ePrint enabled printers.

*AirPrint will work with iPad, iPhone 4, iPhone 3GS and iPod touch (third generation and later).

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[Apple's iOS 4.2 Available Today for iPad, iPhone & iPod touch](#) [Nov 22, 2010]

Major Software Update Brings Multitasking, Folders, Unified Inbox, Game Center, AirPlay & AirPrint to iPad

Apple® today announced that iOS 4.2, the latest version of the world's most advanced mobile operating system, is available today for download for iPad™, iPhone® and iPod touch®. iOS 4.2 brings over 100 new features from iOS 4.0, 4.1 and 4.2 to iPad including Multitasking, Folders, Unified Inbox, Game Center, AirPlay® and AirPrint.

"iOS 4.2 makes the iPad a completely new product, just in time for the holiday season," said Steve Jobs, Apple's CEO. "Once again, the iPad with iOS 4.2 will define the target that other tablets will aspire to, but very few, if any, will ever be able to hit."

iPad users can now run their favorite apps and switch between them instantly, while preserving iPad's legendary battery life. Users can organize their apps with drag-and-drop simplicity using Folders, and Mail now features a Unified Inbox, fast inbox switching and a threaded message view.

Game Center allows iPad, iPhone and iPod touch users to challenge and play friends or be matched automatically with new opponents, showcase their scores and achievements, and discover new games their friends are playing.

AirPlay is a new feature for streaming music, video and photos wirelessly from iPad, iPhone and iPod touch to Apple TV®, transforming Apple TV into a great accessory for iPad, iPhone and iPod touch. iOS users also will be able to use

AirPort Express® and AirPlay to stream wirelessly to any stereo or powered speakers, or directly to AirPlay-enabled speakers coming to market in the months ahead.

AirPrint is a next-generation Wi-Fi print architecture that dramatically simplifies printing by completely eliminating printer drivers. A selection of AirPrint enabled printers including the HP Photosmart, HP LaserJet Pro and HP Officejet will be the first to support printing direct from iOS devices. iPad, iPhone and iPod touch users can simply tap to print their documents or photos wirelessly to any printer that supports AirPrint.

The Find My iPhone (or iPad or iPod touch) feature is now free to use without a MobileMe℠ subscription and helps you locate your missing device.* The Find My iPhone app is a free download on the App Store℠ and lets users easily locate a missing device on a map and have it display a message or play a sound. Users can even remotely lock or wipe data from a lost device to protect privacy.

Other new features that iOS 4.2 brings to the iPad include: the ability to rent TV episodes directly to iPad using the iTunes® App with a 30 day viewing window and a 48 hour session window once playback is started; the ability to easily find and highlight specific words and phrases on web pages in Safari®; enhanced enterprise support so businesses can take advantage of stronger security features, new device management capabilities and improved enterprise integration; industry-leading accessibility enhancements; and support for 25 additional languages, including Korean, Portuguese and Traditional Chinese.

The revolutionary iPad allows users to connect with their apps and content in a more intimate, intuitive and fun way than ever before. You can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, using the innovative Multi-Touch™ user interface. iPad weighs just 1.5 pounds, making it easy to carry and use anywhere.

Today, customers have downloaded more than seven billion apps from the groundbreaking App Store and more than 300,000 apps are available to consumers in 90 countries, with more than 40,000 native iPad apps. Over 125 million iOS users around the world can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel.

Availability
The iOS 4.2 update is available today to download to iPad, iPhone and iPod touch by syncing the device with iTunes 10.1. iOS 4.2 is compatible with iPad, iPhone 3G, iPhone 3GS, iPhone 4, second and third generation iPod touch (late 2009 models with 32GB or 64GB) and new iPod touch. Some features may not be available on all products. For example, Multitasking requires iPhone 3GS, iPhone 4, third generation iPod touch (late 2009 models with 32GB or 64GB) or later.

*The free Find My iPhone feature is available for iPhone 4, iPad or new iPod touch (4th generation).

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[Apple's App Store Downloads Top 10 Billion](#) [Jan 22, 2011]

Apple® today announced that more than 10 billion apps have been downloaded from its revolutionary App Store℠ by the more than 160 million iPhone®, iPod touch® and iPad™ users worldwide. The 10 billionth app downloaded, Paper Glider, was purchased by Gail Davis of Orpington, Kent, UK. As the winner of the App Store Countdown to 10 Billion Apps, Gail Davis will receive a $10,000 iTunes® Gift Card.

"With more than 10 billion apps downloaded in just two and a half years—a staggering seven billion apps in the last year alone—the App Store has surpassed our wildest dreams," said Philip Schiller, Apple's senior vice president of

Worldwide Product Marketing. "The App Store has revolutionized how software is created, distributed, discovered and sold. While others try to copy the App Store, it continues to offer developers and customers the most innovative experience on the planet."

The revolutionary App Store offers more than 350,000 apps to iPhone, iPod touch and iPad users in 90 countries around the world, with more than 60,000 native iPad apps available. App Store customers can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel.

Apple Launches Subscriptions on the App Store [Feb 15, 2011]

Apple® today announced a new subscription service available to all publishers of content-based apps on the App Store℠, including magazines, newspapers, video, music, etc. This is the same innovative digital subscription billing service that Apple recently launched with News Corp.'s "The Daily" app.

Subscriptions purchased from within the App Store will be sold using the same App Store billing system that has been used to buy billions of apps and In-App Purchases. Publishers set the price and length of subscription (weekly, monthly, bi-monthly, quarterly, bi-yearly or yearly). Then with one-click, customers pick the length of subscription and are automatically charged based on their chosen length of commitment (weekly, monthly, etc.). Customers can review and manage all of their subscriptions from their personal account page, including canceling the automatic renewal of a subscription. Apple processes all payments, keeping the same 30 percent share that it does today for other In-App Purchases.

"Our philosophy is simple—when Apple brings a new subscriber to the app, Apple earns a 30 percent share; when the publisher brings an existing or new subscriber to the app, the publisher keeps 100 percent and Apple earns nothing," said Steve Jobs, Apple's CEO. "All we require is that, if a publisher is making a subscription offer outside of the app, the same (or better) offer be made inside the app, so that customers can easily subscribe with one-click right in the app. We believe that this innovative subscription service will provide publishers with a brand new opportunity to expand digital access to their content onto the iPad, iPod touch and iPhone, delighting both new and existing subscribers."

Publishers who use Apple's subscription service in their app can also leverage other methods for acquiring digital subscribers outside of the app. For example, publishers can sell digital subscriptions on their web sites, or can choose to provide free access to existing subscribers. Since Apple is not involved in these transactions, there is no revenue sharing or exchange of customer information with Apple. Publishers must provide their own authentication process inside the app for subscribers that have signed up outside of the app. However, Apple does require that if a publisher chooses to sell a digital subscription separately outside of the app, that same subscription offer must be made available, at the same price or less, to customers who wish to subscribe from within the app. In addition, publishers may no longer provide links in their apps (to a web site, for example) which allow the customer to purchase content or subscriptions outside of the app.

Protecting customer privacy is a key feature of all App Store transactions. Customers purchasing a subscription through the App Store will be given the option of providing the publisher with their name, email address and zip code when they subscribe. The use of such information will be governed by the publisher's privacy policy rather than Apple's. Publishers may seek additional information from App Store customers provided those customers are given a clear choice, and are informed that any additional information will be handled under the publisher's privacy policy rather than Apple's.

The revolutionary App Store offers more than 350,000 apps to consumers in 90 countries, with more than 60,000 native iPad™ apps. Customers of the more than 160 million iOS devices around the world can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel.

New Nitro Engine Runs JavaScript More Than Four Times Faster

Apple® today announced the public beta of Safari® 4, the world's fastest and most innovative web browser for Mac® and Windows PCs. The Nitro engine in Safari 4 runs JavaScript 4.2 times faster than Safari 3.* Innovative new features that make browsing more intuitive and enjoyable include Top Sites, for a stunning visual preview of frequently visited pages; Full History Search, to search through titles, web addresses and the complete text of recently viewed pages; Cover Flow®, to easily flip through web history or bookmarks; and Tabs on Top, to make tabbed browsing easier and more intuitive.

"Apple created Safari to bring innovation, speed and open standards back into web browsers, and today it takes another big step forward," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "Safari 4 is the fastest and most efficient browser for Mac and Windows, with great integration of HTML 5 and CSS 3 web standards that enables the next generation of interactive web applications."

Safari 4 is built on the world's most advanced browser technologies including the new Nitro JavaScript engine that executes JavaScript up to 30 times faster than IE 7 and more than three times faster than Firefox 3. Safari quickly loads HTML web pages three times faster than IE 7 and almost three times faster than Firefox 3.*

Apple is leading the industry in defining and implementing innovative web standards such as HTML 5 and CSS 3 for an entirely new class of web applications that feature rich media, graphics and fonts. Safari 4 includes HTML 5 support for offline technologies so web-based applications can store information locally without an Internet connection, and is the first browser to support advanced CSS Effects that enable highly polished web graphics using reflections, gradients and precision masks. Safari 4 is the first browser to pass the Web Standards Project's Acid3 test, which examines how well a browser adheres to CSS, JavaScript, XML and SVG web standards that are specifically designed for dynamic web applications.

Safari for Mac, Windows, iPhone™ and iPod® touch are all built on Apple's WebKit, the world's fastest and most advanced browser engine. Apple developed WebKit as an open source project to create the world's best browser engine and to advance the adoption of modern web standards. Most recently, WebKit led the introduction of HTML 5 and CSS 3 web standards and is known for its fast, modern code-base. The industry's newest browsers are based on WebKit including Google Chrome, the Google Android browser, the Nokia Series 60 browser and Palm webOS.

- *Innovative new features in Safari 4 include:*

- *Top Sites, a display of frequently visited pages in a stunning wall of previews so users can jump to their favorite sites with a single click;*

- *Full History Search, where users search through titles, web addresses and the complete text of recently viewed pages to easily return to sites they've seen before;*

- *Cover Flow, to make searching web history or bookmarks as fun and easy as paging through album art in iTunes®;*

- *Tabs on Top, for better tabbed browsing with easy drag-and-drop tab management tools and an intuitive button for opening new ones;*

- *Smart Address Field, that automatically completes web addresses by displaying an easy-to-read list of suggestions from Top Sites, bookmarks and browsing history;*

- *Smart Search Field, where users fine-tune searches with recommendations from Google Suggest or a list of recent searches;*

- *Full Page Zoom, for a closer look at any website without degrading the quality of the site's layout and text;*

- *built-in web developer tools to debug, tweak and optimize a website for peak performance and compatibility; and*

- *a new Windows-native look in Safari for Windows, that uses standard Windows font rendering and native title bar, borders and toolbars so Safari fits the look and feel of other Windows XP and Windows Vista applications.*

Pricing & Availability

Safari 4 is a public beta for both Mac OS® X and Windows and is available immediately as a free download at www.apple.com/safari.

Safari 4 for Mac OS X requires Mac OS X Leopard® version 10.5.6 and Security Update 2009-001 or Mac OS X Tiger® version 10.4.11, a minimum 256MB of memory, and is designed to run on any Intel-based Mac or a Mac with a PowerPC G5, G4 or G3 processor and built-in FireWire®. Safari 4 for Windows requires Windows XP SP2 or Windows Vista, a minimum 256MB of memory and a system with at least a 500 MHz Intel Pentium processor. Full system requirements and more information on Safari 4 can be found atwww.apple.com/safari.

*Performance will vary based on system configuration, network connection and other factors. All testing conducted on an iMac® 2.8 GHz Intel Core 2 Duo system running Windows Vista, with 2GB of RAM. JavaScript benchmark based on the SunSpider JavaScript Performance test. HTML benchmark based on VeriTest's iBench Version 5.0 using default settings.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store, and has entered the mobile phone market with its revolutionary iPhone.

[Apple Introduces iOS 4.3](#) [March 2, 2011]

Update Includes Faster Safari Performance, iTunes Home Sharing, AirPlay Improvements & New Personal Hotspot

Apple® today introduced iOS 4.3, the latest version of the world's most advanced mobile operating system. New features in iOS 4.3 include faster Safari® mobile browsing performance with the Nitro JavaScript engine; iTunes® Home Sharing; enhancements to AirPlay®; the choice of using the iPad™ side switch to either lock the screen rotation or mute the audio; and the Personal Hotspot feature for sharing an iPhone® 4 cellular data connection over Wi-Fi.

"With more than 160 million iOS devices worldwide, including over 100 million iPhones, the growth of the iOS platform has been unprecedented," said Steve Jobs, Apple's CEO. "iOS 4.3 adds even more features to the world's most advanced mobile operating system, across three blockbuster devices—iPad, iPhone and iPod touch—providing an ecosystem that offers customers an incredibly rich experience and developers unlimited opportunities."

The Safari mobile browsing experience gets even better with iOS 4.3. The Nitro JavaScript engine that Apple pioneered on the desktop is now built into WebKit, the technology at the heart of Safari, and more than doubles the performance of JavaScript execution using just-in-time compilation. With the Nitro JavaScript engine, Safari provides an even better mobile browser experience working faster to support the interactivity of complex sites you visit on a daily basis.

New iTunes Home Sharing allows iOS 4.3 users to play music, movies and TV shows on an iPad, iPhone or iPod touch® from their iTunes library on a Mac® or PC over a local Wi-Fi network. With a simple tap you can enjoy all the media in your iTunes library wherever you are in your home. You can stream a movie from your Mac in one room to your iPad in another or stream an iTunes mix to your iPod touch from the office to the kitchen. With Home Sharing on your iPad, iPhone or iPod touch you've got your entire iTunes library in your hands wherever you are in your home.

iOS 4.3 includes enhancements to AirPlay, the breakthrough wireless technology that allows users to stream music, photos and video to Apple TV®. With iOS 4.3 you can stream additional content including video from third party apps and web sites, videos from the Photos app and previews from the iTunes app to your TV.* AirPlay also allows you to bring photos to life on the TV screen by using one of the stunning new slideshow transitions, or shoot a video on your iPad 2, iPhone or iPod touch and stream it directly from the Photos app to Apple TV.

The new Personal Hotspot feature in iOS 4.3 lets you bring Wi-Fi with you anywhere you go, by allowing you to share an iPhone 4 cellular data connection with up to five devices in a combination of up to three Wi-Fi, three Bluetooth and one USB device.** Joining a Personal Hotspot is easy and once the feature is enabled a status bar displays how many devices are currently connected. Every connection is password protected and when not in use Personal Hotspot turns itself off to save battery life.

More than 10 billion apps have been downloaded from the revolutionary App Store℠ and more than 350,000 apps are available, including more than 65,000 native iPad apps, to consumers in 90 countries. Users of the more than 160 million iOS devices around the world can choose from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel.

Availability
iOS 4.3 will be available to iPad, iPhone and iPod touch users as a free software update on Friday, March 11. iOS 4.3 is compatible with iPad, iPad 2, iPhone 3GS, iPhone 4 (GSM model), plus third and fourth generation iPod touch. For more information please visit www.apple.com.

*AirPlay video requires second generation Apple TV running the latest software.

**Personal Hotspot requires supporting data plan. Customers should check with their carrier for availability.

Apple Launches iPad 2 [March 2, 2011]

All New Design is Thinner, Lighter & Faster with FaceTime, Smart Covers & 10 Hour Battery

Apple® today introduced iPad™ 2, the next generation of its magical device for browsing the web, reading and sending email, enjoying photos, watching videos, listening to music, playing games, reading ebooks and much more. iPad 2 features an entirely new design that is 33 percent thinner and up to 15 percent lighter than the original iPad, while maintaining the same stunning 9.7-inch LED-backlit LCD screen. iPad 2 features Apple's new dual-core A5 processor for blazing fast performance and stunning graphics and now includes two cameras, a front-facing VGA camera for FaceTime® and Photo Booth®, and a rear-facing camera that captures 720p HD video, bringing the innovative FaceTime feature to iPad users for the first time. Though it is thinner, lighter, faster and packed with new features, iPad 2 still delivers up to 10 hours of battery life* that users have come to expect. iPad 2 is available in black or white, features models that run on AT&T's and Verizon's 3G networks, and introduces the innovative iPad 2 Smart Cover in a range of vibrant polyurethane and rich leather colors.

"With more than 15 million iPads sold, iPad has defined an entirely new category of mobile devices," said Steve Jobs, Apple's CEO. "While others have been scrambling to copy the first generation iPad, we're launching iPad 2, which moves the bar far ahead of the competition and will likely cause them to go back to the drawing boards yet again."

With the new front and rear cameras, iPad 2 users can now make FaceTime calls to millions of iPhone® 4, iPod touch® and Mac® users so they can see family and friends anywhere there is Wi-Fi. Photo Booth lets you apply fun visual effects, including eight photo special effects like Squeeze, Twirl and Kaleidoscope, to photos captured by either camera.

iPad 2 comes with iOS 4.3, the latest version of the world's most advanced mobile operating system, with new features including faster Safari® mobile browsing performance; iTunes® Home Sharing; enhancements to AirPlay®;** the choice to use the iPad side switch to either lock the screen rotation or mute audio; and Personal Hotspot to share an iPhone 4 cellular data connection over Wi-Fi.*** Additional iPad 2 features include a built-in gyro for advanced gaming; HSUPA support for enhanced 3G upload speeds on iPad 2 Wi-Fi + 3G on AT&T, and HDMI Video Mirroring that lets users mirror their iPad screen on an HDTV using an optional adaptor.

The innovative new iPad 2 Smart Cover provides protection for the iPad screen while maintaining its thin and lightweight profile. Designed with a unique self-aligning magnetic hinge that makes it easy to attach and remove, the new iPad 2 Smart Cover automatically wakes iPad 2 when it's opened and puts it to sleep when it's closed, and has a soft microfiber lining to help keep the screen clean. The Smart Cover also folds into a stand for typing or viewing videos and is available in vibrant polyurethane for $39 or rich leather for $69 in a range of colors, including a (PRODUCT) RED one which helps support the Global Fund to fight HIV/AIDS in Africa.

Apple also introduced two new apps: iMovie® and GarageBand® for iPad, both available on the App Store℠ for just $4.99 each. With iMovie, iPad 2 users can shoot and edit videos right on their iPad and post their movies to YouTube, Facebook, Vimeo and their MobileMe℠ gallery; watch them on their iPod®, iPhone or iPad; as well as view them on their HDTV using AirPlay and Apple TV®. GarageBand turns your iPad into a collection of touch instruments and 8-track recording studio, allowing you to perform with onscreen keyboards, guitars, drums and basses using multi-touch gestures–even if you don't play a musical instrument.

iPad 2 runs almost all of the over 350,000 apps available on the App Store and there are more than 65,000 native iPad apps available from an incredible range of apps in 20 categories, including games, business, news, sports, health, reference and travel. The iTunes Store gives iPad users access to the world's most popular online music, TV and movie store with a catalog of over 14 million songs, over 50,000 TV episodes and over 10,000 films including over 3,500 in stunning high definition video. The iBooks® app for iPad includes Apple's iBookstore℠, the best way to browse, buy and read books on a mobile device.

Pricing & Availability

iPad 2 with Wi-Fi will be available on March 11 for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model, $699 (US) for the 64GB model. iPad 2 Wi-Fi + 3G will be available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad 2 Wi-Fi + 3G compatible with the Verizon network will be available in the US only for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad 2 will be sold in the US through the Apple Store® (www.apple.com), Apple's retail stores and select Apple Authorized Resellers. iMovie and GarageBand for iPad apps will be available on March 11 for $4.99 each from the App Store on iPad orwww.itunes.com/appstore.

iPad 2 will be available in Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland and the UK on March 25; and in many more countries around the world in the coming months. Further international availability and pricing will be announced at a later date.

*Battery life depends on device settings, usage and other factors. Actual results vary.

**AirPlay video requires second generation Apple TV running the latest software.

***Personal Hotspot requires supporting data plan. Customers should check with their carrier for availability.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

[iPad 2 Arrives Tomorrow](#) [March 10, 2011]

Apple® today announced that iPad™ 2, the next generation of its magical device for browsing the web, reading and sending email, enjoying photos, watching videos, listening to music, playing games, reading ebooks and much more, will be available tomorrow at 5 p.m. local time at all 236 Apple retail stores in the US and through the Apple Store® (www.apple.com) beginning at 1 a.m. PT. Every customer who buys an iPad 2 at an Apple retail store will be offered free Personal Setup service, helping them customize their iPad 2 by setting up email, loading new apps from the App Store℠ and more, so they'll be up and running with their new iPad 2 before they leave the store. iPad 2 will also be available beginning at 5 p.m. local time at AT&T, Best Buy, Target, Verizon Wireless, Walmart and select Apple Authorized Resellers.

iPad 2 features an entirely new design that is 33 percent thinner and up to 15 percent lighter than the original iPad, while maintaining the same stunning 9.7-inch LED-backlit LCD screen. iPad 2 features Apple's new dual-core A5 processor for blazing fast performance and stunning graphics and now includes two cameras, a front-facing VGA camera for FaceTime® and Photo Booth®, and a rear-facing camera that captures 720p HD video, bringing the innovative FaceTime feature to iPad users for the first time. Though it is thinner, lighter, faster and packed with new features, iPad 2 still delivers up to 10 hours of battery life* that users have come to expect. iPad 2 is available in black or white, features models that run on AT&T's and Verizon's 3G networks, and introduces the innovative iPad 2 Smart Cover in a range of vibrant polyurethane and rich leather colors.

Pricing & Availability

iPad 2 with Wi-Fi will be available in the US on March 11 for a suggested retail price of $499 for the 16GB model, $599 for the 32GB model, $699 for the 64GB model. iPad 2 with Wi-Fi + 3G will be available for a suggested retail price of $629 for the 16GB model, $729 for the 32GB model and $829 for the 64GB model. iPad 2 with Wi-Fi + 3G compatible with the Verizon network will be available in the US only for a suggested retail price of $629 for the 16GB model, $729 for the 32GB model and $829 for the 64GB model.

iMovie® and GarageBand® for iPad apps are available today for $4.99 each from the App Store on iPad or www.itunes.com/appstore. The Smart Cover is available in a range of colors in vibrant polyurethane for $39 or rich leather for $69.

iPad 2 will be available in Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland and the UK on March 25; and in many more countries around the world in the coming months. Further international availability and pricing will be announced at a later date.

*Battery life depends on device settings, usage and other factors. Actual results vary.

<mark>Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. ... and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.</mark>

iPad 2 Arrives in 25 More Countries This Friday [March 22, 2011]

Available in Hong Kong, Korea & Singapore in April

Apple® today announced that iPad® 2, the second-generation of its third post-PC device, will go on sale in 25 additional countries this Friday, March 25. iPad 2 will be available at Apple retail stores and select Apple Authorized Resellers at 5 p.m. local time, and online through the Apple Store® (www.apple.com) beginning at 1 a.m. Apple today also announced that all models of iPad 2 will be available in Hong Kong, Korea, Singapore and additional countries in April.

"While competitors are still struggling to catch up with our first iPad, we've changed the game again with iPad 2," said Steve Jobs, Apple's CEO. "We're experiencing amazing demand for iPad 2 in the US, and customers around the world have told us they can't wait to get their hands on it. We appreciate everyone's patience and we are working hard to build enough iPads for everyone."

iPad 2 features an entirely new design that is 33 percent thinner and up to 15 percent lighter than the original iPad, while maintaining the same stunning 9.7-inch LED-backlit LCD screen. iPad 2 features Apple's new dual-core A5 processor for blazing fast performance and stunning graphics and now includes two cameras, a front-facing VGA camera for FaceTime® and Photo Booth®, and a rear-facing camera that captures 720p HD video, bringing the innovative FaceTime feature to iPad users for the first time. Though it is thinner, lighter, faster and packed with new features, iPad 2 still delivers up to 10 hours of battery life* that users have come to expect.

Pricing & Availability
iPad 2 with Wi-Fi will be available in Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland and the UK on March 25 for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model, $699 (US) the 64GB model. iPad 2 with Wi-Fi + 3G will be available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad 2 will be available in Hong Kong, Korea, Singapore and additional countries in April, and in many more countries around the world in the coming months. Further international availability and pricing will be announced at a later date.

iMovie® and GarageBand® for iPad apps are available for $4.99 (US) each from the App Store℠ on iPad or www.itunes.com/appstore. The Smart Cover is available in a range of colors in vibrant polyurethane for $39 (US) or rich leather for $69 (US).

*Battery life depends on device settings, usage and other factors. Actual results vary.

iPad 2 Arrives in Japan, Hong Kong, Korea, Singapore & Eight Other Countries This Week [April 27, 2011]

Wi-Fi Version Available in China on May 6

Apple® today announced that iPad® 2, the second-generation of its breakthrough post-PC device, will arrive in Japan on Thursday, April 28 and Hong Kong, Korea, Singapore and eight additional countries on Friday, April 29. iPad 2 will be available at Apple retail stores at 9 a.m. local time, select Apple Authorized Resellers, and online through the Apple Store® (www.apple.com) beginning at 1 a.m. Additionally, iPad 2 with Wi-Fi will be available in China beginning Friday, May 6.

iPad 2 features an entirely new design that is 33 percent thinner and up to 15 percent lighter than the original iPad, while maintaining the same stunning 9.7-inch LED-backlit LCD screen. iPad 2 features Apple's new dual-core A5 processor for blazing fast performance and stunning graphics and now includes two cameras, a front-facing VGA camera for FaceTime® and Photo Booth®, and a rear-facing camera that captures 720p HD video, bringing the innovative FaceTime feature to iPad users for the first time. Though it is thinner, lighter, faster and packed with new features, iPad 2 still delivers up to 10 hours of battery life* that users have come to expect.

Pricing & Availability
iPad 2 with Wi-Fi will be available in Japan on April 28 and Hong Kong, India, Israel, Korea, Macau, Malaysia, Philippines, Singapore, South Africa, Turkey and UAE on April 29 for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model and $699 (US) for the 64GB model. iPad 2 with Wi-Fi + 3G will be available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad 2 with Wi-Fi will be available in China on May 6, and further international availability will be announced at a later date.

iMovie® and GarageBand® for iPad apps are available for $4.99 (US) each from the App Store℠ on iPad or www.itunes.com/appstore. The Smart Cover is available in a range of colors in vibrant polyurethane for $39 (US) or rich leather for $69 (US).

*Battery life depends on device settings, usage and other factors. Actual results vary.

White iPhone Arrives Tomorrow [April 27, 2011]

Apple® today announced that the white iPhone® 4 will be available beginning tomorrow. White iPhone 4 models will be available from Apple's online store (www.apple.com), at Apple's retail stores, AT&T and Verizon Wireless stores and select Apple Authorized Resellers.

"The white iPhone 4 has finally arrived and it's beautiful," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "We appreciate everyone who has waited patiently while we've worked to get every detail right."

iPhone 4 is the most innovative phone in the world, featuring Apple's stunning Retina™ display, the highest resolution display ever built into a phone resulting in super crisp text, images and video, and FaceTime®, which makes video calling a reality.

Pricing & Availability
White models of iPhone 4 will be available in Austria, Australia, Belgium, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Hong Kong, Ireland, Italy, Japan, Luxembourg, Macau, Netherlands, New Zealand, Norway, Singapore, South Korea, Spain, Switzerland, Sweden, Taiwan, Thailand, UK and the US, beginning Thursday, April 28 and in many more countries around the world soon. White iPhone 4 will be available for a suggested retail price of

$199 (US) for the 16GB model and $299 (US) for the 32GB model with a new two year agreement through the Apple Store® (www.apple.com), at Apple's retail stores, AT&T and Verizon Wireless stores and select Apple Authorized Resellers.

Apple Q&A on Location Data [April 27, 2011]

Apple would like to respond to the questions we have recently received about the gathering and use of location information by our devices.

1. Why is Apple tracking the location of my iPhone?
Apple is not tracking the location of your iPhone. Apple has never done so and has no plans to ever do so.

2. Then why is everyone so concerned about this?
Providing mobile users with fast and accurate location information while preserving their security and privacy has raised some very complex technical issues which are hard to communicate in a soundbite. Users are confused, partly because the creators of this new technology (including Apple) have not provided enough education about these issues to date.

3. Why is my iPhone logging my location?
The iPhone is not logging your location. Rather, it's maintaining a database of Wi-Fi hotspots and cell towers around your current location, some of which may be located more than one hundred miles away from your iPhone, to help your iPhone rapidly and accurately calculate its location when requested. Calculating a phone's location using just GPS satellite data can take up to several minutes. iPhone can reduce this time to just a few seconds by using Wi-Fi hotspot and cell tower data to quickly find GPS satellites, and even triangulate its location using just Wi-Fi hotspot and cell tower data when GPS is not available (such as indoors or in basements). These calculations are performed live on the iPhone using a crowd-sourced database of Wi-Fi hotspot and cell tower data that is generated by tens of millions of iPhones sending the geo-tagged locations of nearby Wi-Fi hotspots and cell towers in an anonymous and encrypted form to Apple.

4. Is this crowd-sourced database stored on the iPhone?
The entire crowd-sourced database is too big to store on an iPhone, so we download an appropriate subset (cache) onto each iPhone. This cache is protected but not encrypted, and is backed up in iTunes whenever you back up your iPhone. The backup is encrypted or not, depending on the user settings in iTunes. The location data that researchers are seeing on the iPhone is not the past or present location of the iPhone, but rather the locations of Wi-Fi hotspots and cell towers surrounding the iPhone's location, which can be more than one hundred miles away from the iPhone. We plan to cease backing up this cache in a software update coming soon (see Software Update section below).

5. Can Apple locate me based on my geo-tagged Wi-Fi hotspot and cell tower data?
No. This data is sent to Apple in an anonymous and encrypted form. Apple cannot identify the source of this data.

6. People have identified up to a year's worth of location data being stored on the iPhone. Why does my iPhone need so much data in order to assist it in finding my location today?
This data is not the iPhone's location data—it is a subset (cache) of the crowd-sourced Wi-Fi hotspot and cell tower database which is downloaded from Apple into the iPhone to assist the iPhone in rapidly and accurately calculating location. The reason the iPhone stores so much data is a bug we uncovered and plan to fix shortly (see Software Update section below). We don't think the iPhone needs to store more than seven days of this data.

7. When I turn off Location Services, why does my iPhone sometimes continue updating its Wi-Fi and cell tower data from Apple's crowd-sourced database?
It shouldn't. This is a bug, which we plan to fix shortly (see Software Update section below).

8. What other location data is Apple collecting from the iPhone besides crowd-sourced Wi-Fi hotspot and cell tower data?

Apple is now collecting anonymous traffic data to build a crowd-sourced traffic database with the goal of providing iPhone users an improved traffic service in the next couple of years.

9. Does Apple currently provide any data collected from iPhones to third parties?

We provide anonymous crash logs from users that have opted in to third-party developers to help them debug their apps. Our iAds advertising system can use location as a factor in targeting ads. Location is not shared with any third party or ad unless the user explicitly approves giving the current location to the current ad (for example, to request the ad locate the Target store nearest them).

10. Does Apple believe that personal information security and privacy are important?

Yes, we strongly do. For example, iPhone was the first to ask users to give their permission for each and every app that wanted to use location. Apple will continue to be one of the leaders in strengthening personal information security and privacy.

Software Update

Sometime in the next few weeks Apple will release a free iOS software update that:

- reduces the size of the crowd-sourced Wi-Fi hotspot and cell tower database cached on the iPhone,

- ceases backing up this cache, and

- deletes this cache entirely when Location Services is turned off.

In the next major iOS software release the cache will also be encrypted on the iPhone.

[Apple to Unveil Next Generation Software at Keynote Address on Monday, June 6](#) [May 31, 2011]

Apple® CEO Steve Jobs and a team of Apple executives will kick off the company's annual Worldwide Developers Conference (WWDC) with a keynote address on Monday, June 6 at 10:00 a.m. At the keynote, Apple will unveil its next generation software - Lion, the eighth major release of Mac OS® X; iOS 5, the next version of Apple's advanced mobile operating system which powers the iPad®, iPhone® and iPod touch®; and iCloud®, Apple's upcoming cloud services offering.

WWDC will feature more than 100 technical sessions presented by Apple engineers. Mac® developers will see and learn how to develop world-class Mac OS X Lion applications using its latest technologies and capabilities. Mobile developers will be able to explore the latest innovations and capabilities of iOS and learn how to greatly enhance the functionality, performance and design of their apps. All developers can bring their code to the labs and work with Apple engineers.

For more details, visit the Apple Worldwide Developers Conference 2011 website at developer.apple.com/wwdc.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

[Apple iWork Now Available For iPhone & iPod touch Users](#) [May 31, 2011]

Apple® today announced that its groundbreaking iWork® productivity apps, Keynote®, Pages® and Numbers®, are now available for iPhone® and iPod touch®, as well as iPad®. Created for the Mac® and then completely redesigned for iOS and Apple's revolutionary Multi-Touch™ interface, Keynote, Pages and Numbers allow you to create and share stunning presentations, beautifully formatted documents and powerful spreadsheets on the go. iWork apps are available on the App Store™ for $9.99 each to new users and as a free update for existing iWork for iPad customers.

"Now you can use Keynote, Pages and Numbers on iPhone and iPod touch to create amazing presentations, documents and spreadsheets right in the palm of your hand," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "The incredible Retina display, revolutionary Multi-Touch interface and our powerful software make it easy to create, edit, organize and share all of your documents from iPhone 4 or iPod touch."

Keynote, Pages and Numbers import and export documents from iWork for Mac and Microsoft Office; print wirelessly using AirPrint™; and include beautiful Apple-designed themes and templates. All iWork apps now include improved document management with thumbnail images that let you find your files quickly, organize them and group them into folders using intuitive gestures. From the Tools button in the toolbar, you can easily share any presentation, document or spreadsheet without leaving the app.

Keynote makes it easy to create impressive presentations, complete with animated charts and transitions. You can play your presentation in Full Screen view on the stunning, high-resolution Retina™ display or connect to a projector or HDTV for a large audience. Available separately, the Keynote Remote app allows your iPhone or iPod touch to control a Keynote presentation on any iOS device or Mac.

Pages is the most beautiful word processor ever designed for a mobile device and has everything you need to create amazing documents. Pages takes full advantage of the high-resolution Retina display on iPhone 4 and iPod touch so you can see all the detail and richness of your documents. To make working with text easy on iPhone and iPod touch, Smart Zoom automatically zooms in to follow the cursor while you're editing and zooms back out when you're done.

Numbers uses Multi-Touch gestures and an intelligent keyboard to help you create compelling, great-looking spreadsheets with over 250 easy-to-use functions, flexible tables and eye-catching charts. Just like Pages, Numbers takes advantage of the high-resolution Retina display and Smart Zoom to make working with text and cells on iPhone 4 or iPod touch easy.

Pricing & Availability
Keynote, Pages and Numbers are universal apps that run on iPad and iPad 2, iPhone 3GS and iPhone 4, and iPod touch (3rd & 4th generation). Keynote, Pages and Numbers are available from the App Store for $9.99 (US) each for new users, or as a free update for existing iWork for iPad customers. Keynote Remote is sold separately via the App Store for 99 cents (US).

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

[**Apple Releases Safari 5**](#) [June 7, 2010]

Apple® today released Safari® 5, the latest version of the world's fastest and most innovative web browser, featuring the new Safari Reader for reading articles on the web without distraction, a 30 percent performance increase over Safari 4,* and the ability to choose Google, Yahoo! or Bing as the search service powering Safari's search field. Available for both Mac® and Windows, Safari 5 includes improved developer tools and supports more than a dozen new HTML5 technologies that allow web developers to create rich, dynamic websites. With Safari 5, developers can now create secure Safari Extensions to customize and enhance the browsing experience.

"Safari continues to lead the pack in performance, innovation and standards support," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "Safari now runs on over 200 million devices worldwide and its open source WebKit engine runs on over 500 million devices."

Safari Reader makes it easy to read single and multipage articles on the web by presenting them in a new, scrollable view without any additional content or clutter. When Safari 5 detects an article, users can click on the Reader icon in the Smart Address Field to display the entire article for clear, uninterrupted reading with options to enlarge, print or send via email.

Powered by the Nitro JavaScript engine, Safari 5 on the Mac runs JavaScript 30 percent faster than Safari 4, three percent faster than Chrome 5.0, and over twice as fast as Firefox 3.6.* Safari 5 loads new webpages faster using Domain Name System (DNS) prefetching, and improves the caching of previously viewed pages to return to them more quickly.

Safari 5 adds more than a dozen powerful HTML5 features that allow web developers to create media-rich experiences, including full screen playback and closed captions for HTML5 video. Other new HTML5 features in Safari 5 include HTML5 Geolocation, HTML5 sectioning elements, HTML5 draggable attribute, HTML5 forms validation, HTML5 Ruby, HTML5 AJAX History, EventSource and WebSocket.

The new, free Safari Developer Program allows developers to customize and enhance Safari 5 with extensions based on standard web technologies like HTML5, CSS3 and JavaScript. The Extension Builder, new in Safari 5, simplifies the development, installation and packaging of extensions. For enhanced security and stability, Safari Extensions are sandboxed, signed with a digital certificate from Apple and run solely in the browser.

Pricing & Availability

Safari 5 is available for both Mac OS® X and Windows as a free download at www.apple.com/safari. Safari 5 for Mac OS X requires Mac OS X Leopard 10.5.8 or Mac OS X Snow Leopard® 10.6.2 or later. Safari 5 for Windows requires Windows XP SP2, Windows Vista or Windows 7, a minimum 256MB of memory and a system with at least a 500 MHz Intel Pentium processor. Full system requirements and more information on Safari 5 can be found at www.apple.com/safari. The Safari Developer Program is free to join at developer.apple.com/programs/safari.

*Performance will vary based on system configuration, network connection and other factors. All testing conducted by Apple in May 2010 on an iMac® 3.06 GHz Intel Core 2 Duo system running Mac OS X 10.6.3, with 4GB of RAM. JavaScript benchmark based on the SunSpider 0.9.1 JavaScript Performance test.

Apple ignited the personal computer revolution with the Apple II, then reinvented the personal computer with the Macintosh. Apple continues to lead the industry with its award-winning computers, OS X operating system, and iLife, iWork and professional applications. Apple leads the digital music revolution with its iPods and iTunes online store, has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Users Can Add New Features Through Extensions

Apple® today released Safari® 5.0.1, turning on Safari Extensions and introducing the Safari Extensions Gallery. Apple introduced extensions support in Safari 5 in June so developers could begin creating extensions with HTML5, CSS3 and JavaScript web standards. With Safari Extensions Gallery, users can quickly find extensions that add powerful new features to Safari, from toolbars that display live web feeds to sophisticated programs that filter web content. Safari 5.0.1 allows users to download and install extensions either from the Safari Extensions Gallery or directly from a developer's site.

"Safari 5 has been a big hit, and user response to the innovative new Safari Reader has been fantastic," said Brian Croll, Apple's vice president of OS X Product Marketing. "We're thrilled to see so many leading developers creating great extensions and think our users are going to love being able to customize Safari."

"Millions of our customers already use Amazon Wish Lists to store items they want to buy for themselves or receive as gifts," said Gianna Puerini, vice president of Worldwide Design and Community at Amazon.com. "With Safari 5, we were able to quickly build the Add to Amazon Wish List extension that lets customers add items from any website to their Amazon Wish List with the click of a button."

"We're excited to continue working closely with Apple to bring visually compelling Bing experiences to Safari," said Jeff Henshaw, general manager of Bing User Experience. "The Bing Extension for Safari brings Bing search intelligence to everyday browsing with Safari. When a user selects text in Safari, Bing instantly recognizes what they might need and pops up helpful, informative tips, from real time maps and driving directions to real time translations to direct web search results."

"Using web standard technologies and Safari's extension builder, we developed an MLB.com extension to give fans another way to consume up-to-the-moment baseball content, including live look-ins to games, right from the Safari toolbar," said Noah Garden, executive vice president, Commerce and Sponsorship at MLB.com.

"Our extension for Safari is a great way for readers to get all of the latest breaking news and all the important stories, blogs and columns they want to see," said Denise Warren, general manager, NYTimes.com at The New York Times Company. "While you browse other sites in Safari, our extension checks for updates and slides in new headlines and thumbnails, so you won't miss a thing."

"Creating our Twitter extension in Safari couldn't have been easier," said Jason Goldman, vice president of Product at Twitter. "By providing features like the ability to tweet about a page and view trending topics, we've created a simple way to deliver relevant, interesting content to people regardless of where they are on the web."

The Safari Extensions Gallery is accessible from the Safari menu or at extensions.apple.com. Users can download and install extensions from the gallery with a single click, and there's no need to restart the browser. Extensions can be automatically updated and are easily managed within Safari. Users can enable or disable individual extensions, or turn off all extensions with one click.

Safari Extensions are built with HTML5, CSS3 and JavaScript web standards, and can have all the power and functionality of advanced web applications. Every Safari Extension is signed with a digital certificate from Apple to prevent tampering and to verify that updates to the extension are from the original developer. Safari Extensions are sandboxed, so they can't access information on a user's system or communicate with websites aside from those specified by the developer. For increased stability, Safari Extensions run solely in the browser.

Safari 5 also features Safari Reader, which presents single and multipage articles on the web in a new, scrollable view without distracting content or clutter. The Nitro JavaScript engine runs JavaScript up to 30 percent faster than Safari

4.* Built on the open source WebKit engine developed by Apple, Safari 5 includes more than a dozen powerful new HTML5 features for creating media-rich experiences, like full screen playback and closed captions for HTML5 video.

Pricing & Availability

Safari 5 is available for both Mac OS® X and Windows as a free download at www.apple.com/safari. Safari 5 for Mac OS X requires Mac OS X Leopard® 10.5.8 or Mac OS X Snow Leopard® 10.6.2 or later. Safari 5 for Windows requires Windows XP SP2, Windows Vista or Windows 7, a minimum 256MB of memory and a system with at least a 500 MHz Intel Pentium processor. Full system requirements and more information on Safari 5 can be found at www.apple.com/safari. The Safari Extensions Gallery is available at extensions.apple.com. The Safari Developer Program is free to join at developer.apple.com/programs/safari.

*Performance will vary based on system configuration, network connection and other factors. All testing conducted by Apple in May 2010 on an iMac® 3.06 GHz Intel Core 2 Duo system running Mac OS X 10.6.3, with 4GB of RAM. JavaScript benchmark based on the SunSpider 0.9.1 JavaScript Performance test.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple is reinventing the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.

Available to iPhone, iPad & iPod touch Users This Fall

Apple® today previewed iOS 5, the latest version of the world's most advanced mobile operating system, and released a beta version to iOS Developer Program members. The iOS 5 beta release includes over 200 new features that will be available to iPhone®, iPad® and iPod touch® users this fall. New iOS 5 features include: Notification Center, an innovative way to easily view and manage notifications in one place without interruption; iMessage, a new messaging service that lets you easily send text messages, photos and videos between all iOS devices; and Newsstand, a new way to purchase and organize your newspaper and magazine subscriptions. With the new PC Free feature, iOS 5 users can activate and set up their iOS device right out of the box and get software updates over the air with no computer required.

"iOS 5 has some great new features, such as Notification Center, iMessage and Newsstand and we can't wait to see what our developers do with its 1,500 new APIs," said Steve Jobs, Apple's CEO. "Perhaps iOS 5's paramount feature is that it's built to seamlessly work with iCloud in the Post PC revolution that Apple is leading."

With iOS 5 and iCloud®, you just enter your Apple ID and password and iCloud will seamlessly integrate with your apps to automatically and wirelessly keep all of your mail, contacts, calendars, photos, apps, books, music and more, up-to-date across all your devices without ever having to connect to a computer.

Notification Center provides iOS 5 users with an innovative way to easily access all notifications—text messages, missed calls, calendar alerts, app alerts and more, all in one place, from anywhere in iOS 5. When they arrive, notifications appear briefly at the top of the screen without interrupting what you're doing. With one swipe you can see all your notifications, and a simple tap will take you right to its app for more detail. Notifications also appear on the lock screen, with the ability to be taken to the notifying app with just one swipe.

Newsstand is a beautiful, easy-to-organize bookshelf displaying the covers of all your newspaper and magazine subscriptions in one place. A new section of the App Store™ features just subscription titles, and allows users to quickly find the most popular newspapers and magazines in the world. If subscribed to, new issues appear in the Newsstand and are updated automatically in the background so you always have the latest issue and the most recent cover art.

Safari is the world's most popular mobile browser, and with iOS 5 it's now even better. New features include Safari® Reader, which gets all the clutter out of the way and sets the right font size on a web page, so you can easily scroll and read through a story; Reading List, so you can save articles to read later and they automatically show up on all your iOS devices; and Tabbed Browsing, which makes it easy to flip between multiple web pages on iPad.

iOS 5 includes built-in Twitter integration, so you can sign in once and then tweet directly from all your Twitter-enabled apps, including Photos, Camera, Safari, YouTube and Maps with a single tap. New APIs give third party developers the ability to take advantage of the single sign-on capability for their own iOS 5 apps.

iMessage in iOS 5 brings the functionality of iPhone messaging to all of your iOS devices—iPhone, iPad and iPod touch. Built right into the Messages app, iMessage allows you to easily send text messages, photos, videos or contact information to a person or a group on other iOS 5 devices over Wi-Fi or 3G. iMessages are automatically pushed to all your iOS 5 devices, making it easy to maintain one conversation across your iPhone, iPad and iPod touch. iMessage also features delivery and read receipts, typing indication and secure end-to-end encryption.

The new Reminders app helps you manage your tasks; create and group related tasks together; and set time or location-based reminder alerts, priorities and due dates, so you can be reminded of a task as its deadline approaches, or when you arrive or depart a given location. Reminders can also be viewed in iCal® and Outlook and are updated automatically.

New features in the Camera and Photos apps give you instant access to the camera right from the lock screen, and you can use the volume-up button to quickly snap a photo. Optional grid lines help line up your shot and a simple tap locks focus and exposure on one subject. The new Photos app lets you crop, rotate, enhance and remove red-eye, and organize your photos into albums right on your device to share them on the go.

With the new PC Free feature, iOS 5 users can activate and set up their iOS device right out of the box with no computer required, and iOS software updates are delivered over the air and installed with just a tap. Wi-Fi Sync in iOS 5 transfers and backs up your content securely over SSL and wirelessly syncs purchased content from your device to your iTunes® library.

Additional new features in iOS 5 include:

- Game Center, now with the ability to add photos to your profile, purchase new games from within the Game Center app and easier ways to find friends and new games;
- Mail enhancements which include the ability to compose messages using draggable addresses, and a new formatting bar with bold, italics, underline and indention controls;
- AirPlay® Mirroring to wirelessly display everything you do on your iPad 2 right on your HDTV through Apple TV®; and
- a system-wide split keyboard to make it even easier to type on your iPad.

Availability
The iOS 5 beta software and SDK are available immediately for iOS Developer Program members at developer.apple.com. iOS 5 will be available as a free software update for iPhone 4, iPhone 3GS, iPad 2, iPad, iPod touch (fourth generation) and iPod touch (third generation) this fall. Some features may not be available on all products.

Apple Introduces iCloud [June 6, 2011]

Free Cloud Services Beyond Anything Offered to Date

Apple® today introduced iCloud®, a breakthrough set of free new cloud services that work seamlessly with applications on your iPhone®, iPad®, iPod touch®, Mac® or PC to automatically and wirelessly store your content in iCloud and automatically and wirelessly push it to all your devices. When anything changes on one of your devices, all of your devices are wirelessly updated almost instantly.

"Today it is a real hassle and very frustrating to keep all your information and content up-to-date across all your devices," said Steve Jobs, Apple's CEO. "iCloud keeps your important information and content up to date across all your devices. All of this happens automatically and wirelessly, and because it's integrated into our apps you don't even need to think about it—it all just works."

The free iCloud services include:

- The former MobileMe® services—Contacts, Calendar and Mail—all completely re-architected and rewritten to work seamlessly with iCloud. Users can share calendars with friends and family, and the ad-free push Mail account is hosted at me.com. Your inbox and mailboxes are kept up-to-date across all your iOS devices and computers.

- The App Store™ and iBookstore℠ now download purchased iOS apps and books to all your devices, not just the device they were purchased on. In addition, the App Store and iBookstore now let you see your purchase history, and simply tapping the iCloud icon will download any apps and books to any iOS device (up to 10 devices) at no additional cost.

- iCloud Backup automatically and securely backs up your iOS devices to iCloud daily over Wi-Fi when you charge your iPhone, iPad or iPod touch. Backed up content includes purchased music, apps and books, Camera Roll

(photos and videos), device settings and app data. If you replace your iOS device, just enter your Apple ID and password during setup and iCloud restores your new device.

- iCloud Storage seamlessly stores all documents created using iCloud Storage APIs, and automatically pushes them to all your devices. When you change a document on any device, iCloud automatically pushes the changes to all your devices. Apple's Pages®, Numbers® and Keynote® apps already take advantage of iCloud Storage. Users get up to 5GB of free storage for their mail, documents and backup—which is more amazing since the storage for music, apps and books purchased from Apple, and the storage required by Photo Stream doesn't count towards this 5GB total. Users will be able to buy even more storage, with details announced when iCloud ships this fall.

- iCloud's innovative Photo Stream service automatically uploads the photos you take or import on any of your devices and wirelessly pushes them to all your devices and computers. So you can use your iPhone to take a dozen photos of your friends during the afternoon baseball game, and they will be ready to share with the entire group on your iPad (or even Apple TV®) when you return home. Photo Stream is built into the photo apps on all iOS devices, iPhoto® on Macs, and saved to the Pictures folder on a PC. To save space, the last 1,000 photos are stored on each device so they can be viewed or moved to an album to save forever. Macs and PCs will store all photos from the Photo Stream, since they have more storage. iCloud will store each photo in the cloud for 30 days, which is plenty of time to connect your devices to iCloud and automatically download the latest photos from Photo Stream via Wi-Fi.

- iTunes® in the Cloud lets you download your previously purchased iTunes music to all your iOS devices at no additional cost, and new music purchases can be downloaded automatically to all your devices. In addition, music not purchased from iTunes can gain the same benefits by using iTunes Match, a service that replaces your music with a 256 kbps AAC DRM-free version if we can match it to the over 18 million songs in the iTunes Store®, it makes the matched music available in minutes (instead of weeks to upload your entire music library), and uploads only the small percentage of unmatched music. iTunes Match will be available this fall for a $24.99 annual fee. Apple today is releasing a free beta version of iTunes in the Cloud, without iTunes Match, for iPhone, iPad and iPod touch users running iOS 4.3. iTunes in the Cloud will support all iPhones that iOS 5 supports this fall.

Apple is ready to ramp iCloud in its three data centers, including the third recently completed in Maiden, NC. Apple has invested over $500 million in its Maiden data center to support the expected customer demand for the free iCloud services.

Pricing & Availability
The iCloud beta and Cloud Storage APIs are available immediately to iOS and Mac Developer Program members at developer.apple.com. iCloud will be available this fall concurrent with iOS 5. Users can sign up for iCloud for free on an iPhone, iPad or iPod touch running iOS 5 or a Mac running Mac OS® X Lion with a valid Apple ID. iCloud includes 5GB of free cloud storage for Mail, Document Storage and Backup. Purchased music, apps, books and Photo Stream do not count against the storage limit. iTunes Match will be available for $24.99 per year (US only).

iTunes in the Cloud is available today in the US and requires iTunes 10.3 and iOS 4.3.3. Automatic download of apps and books is available today. Using iCloud with a PC requires Windows Vista or Windows 7; Outlook 2010 or 2007 is recommended for accessing contacts and calendars.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

Letter from Steve Jobs [Aug 24, 2011]

To the Apple Board of Directors and the Apple Community:

I have always said if there ever came a day when I could no longer meet my duties and expectations as Apple's CEO, I would be the first to let you know. Unfortunately, that day has come.

I hereby resign as CEO of Apple. I would like to serve, if the Board sees fit, as Chairman of the Board, director and Apple employee.

As far as my successor goes, I strongly recommend that we execute our succession plan and name Tim Cook as CEO of Apple.

I believe Apple's brightest and most innovative days are ahead of it. And I look forward to watching and contributing to its success in a new role.

I have made some of the best friends of my life at Apple, and I thank you all for the many years of being able to work alongside you.

Steve

Steve Jobs Resigns as CEO of Apple [Aug 24, 2011]

Tim Cook Named CEO and Jobs Elected Chairman of the Board

Apple's Board of Directors today announced that Steve Jobs has resigned as Chief Executive Officer, and the Board has named Tim Cook, previously Apple's Chief Operating Officer, as the company's new CEO. Jobs has been elected Chairman of the Board and Cook will join the Board, effective immediately.

"Steve's extraordinary vision and leadership saved Apple and guided it to its position as the world's most innovative and valuable technology company," said Art Levinson, Chairman of Genentech, on behalf of Apple's Board. "Steve has made countless contributions to Apple's success, and he has attracted and inspired Apple's immensely creative employees and world class executive team. In his new role as Chairman of the Board, Steve will continue to serve Apple with his unique insights, creativity and inspiration."

"The Board has complete confidence that Tim is the right person to be our next CEO," added Levinson. "Tim's 13 years of service to Apple have been marked by outstanding performance, and he has demonstrated remarkable talent and sound judgment in everything he does."

Jobs submitted his resignation to the Board today and strongly recommended that the Board implement its succession plan and name Tim Cook as CEO.

As COO, Cook was previously responsible for all of the company's worldwide sales and operations, including end-to-end management of Apple's supply chain, sales activities, and service and support in all markets and countries. He also headed Apple's Macintosh division and played a key role in the continued development of strategic reseller and supplier relationships, ensuring flexibility in response to an increasingly demanding marketplace.

Statement by Apple's Board of Directors [Oct 5, 2011]

We are deeply saddened to announce that Steve Jobs passed away today.

Steve's brilliance, passion and energy were the source of countless innovations that enrich and improve all of our lives. The world is immeasurably better because of Steve.

His greatest love was for his wife, Laurene, and his family. Our hearts go out to them and to all who were touched by his extraordinary gifts.

Apple CEO Tim Cook speaks to employees at a celebration of Steve Jobs' life.
Copyright © 2011 Apple Inc. All rights reserved.

Image Use Agreement

Important Image Use Information
By copying or making any use of the image below, you acknowledge that you have read and understand, and agree to, the Image Usage Agreement below that governs your use of the Image. If you do not agree to the Agreement's terms, do not copy or use the Image in any way, unless you have written permission signed by Apple.

Usage Agreement
Subject to the terms of this Agreement, you may use the Image solely in whole for editorial use by press and/or industry analysts. This right to use is personal to you and is not transferable by you to another party. The Image cannot be used to promote or sell any product or technology (such as on advertising, brochures, book-covers, stock photos, t-shirts, or other promotional merchandise). You may not alter, or modify the Image, in whole or in part, for any reason.

As between you and Apple, Apple is and shall remain the sole and exclusive owner of the Image. You will not delete, alter, or obfuscate any proprietary legends relating to the Image, and each use will be accompanied by the applicable proprietary attribution shown next to the Image.

iPhone 4S Features Dual-Core A5 Chip, All New Camera, Full 1080p HD Video Recording & Introduces Siri

Apple® today announced iPhone® 4S, the most amazing iPhone yet, packed with incredible new features including Apple's dual-core A5 chip for blazing fast performance and stunning graphics; an all new camera with advanced optics; full 1080p HD resolution video recording; and Siri™, an intelligent assistant that helps you get things done just by asking. With the launch of iPhone 4S also comes the launch of iOS 5, the world's most advanced mobile operating system with over 200 new features; and iCloud®, a breakthrough set of free cloud services that work with your iPhone, iPad®, iPod touch®, Mac® or PC to automatically and wirelessly store your content in iCloud and push it to all your devices.

"iPhone 4S plus iOS 5 plus iCloud is a breakthrough combination that makes the iPhone 4S the best iPhone ever," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "While our competitors try to imitate iPhone with a checklist of features, only iPhone can deliver these breakthrough innovations that work seamlessly together."

iPhone 4S comes with iOS 5, the world's most advanced mobile operating system, which includes over 200 new features including Notification Center, an innovative way to easily view and manage notifications in one place without interruption and iMessage™, a new messaging service that lets you easily send text messages, photos and videos between all iOS 5 users. iOS 5 will also be available as a free software update for iPhone 4 and iPhone 3GS customers allowing them to experience these amazing new features.*

iPhone 4S also introduces Siri, an intelligent assistant that helps you get things done just by asking. Siri understands context allowing you to speak naturally when you ask it questions, for example, if you ask "Will I need an umbrella this weekend?" it understands you are looking for a weather forecast. Siri is also smart about using the personal information you allow it to access, for example, if you tell Siri "Remind me to call Mom when I get home" it can find "Mom" in your address book, or ask Siri "What's the traffic like around here?" and it can figure out where "here" is based on your current location. Siri helps you make calls, send text messages or email, schedule meetings and reminders, make notes, search the Internet, find local businesses, get directions and more. You can also get answers, find facts and even perform complex calculations just by asking.

iCloud is a breakthrough set of free cloud services, including iTunes® in the Cloud, Photo Stream and Documents in the Cloud, that work seamlessly with your iPhone, iPad, iPod touch, Mac or PC to automatically and wirelessly store your content in iCloud and push it to all your devices. When content changes on one device, all your other devices are updated automatically and wirelessly.

iPhone 4S includes an all new camera with the most advanced optics of any phone. The 8 megapixel sensor has 60 percent more pixels so you can take amazing high quality photos with more detail than ever. iPhone 4S includes a new custom lens, a larger f/2.4 aperture and an advanced hybrid IR filter that produce sharper, brighter and more accurate images. The Apple-designed image signal processor in the A5 dual-core chip is built for performance, and coupled with the features built into iOS 5, makes the camera one of the fastest on any phone. With iPhone 4S, the Camera app launches much faster and the shot to shot capability is twice as fast, so you'll never miss another shot.

New features in the Camera and Photos apps give you instant access to the camera right from the lock screen, and you can also use the volume-up button to quickly snap a photo. Optional grid lines help line up your shot and a simple tap locks focus and exposure on one subject; and the new Photos app lets you crop, rotate, enhance and remove red-eye, and organize your photos into albums right on your device to share them on the go. New iOS 5 features include built-in Twitter integration and iMessage, so you can instantly share your photos via Twitter directly from the Photos app and send photos via iMessage to individuals or groups. And with iCloud's innovative new Photo

Stream service, a photo you take on your iPhone is sent to iCloud and automatically pushed to your iPad, iPod touch, Mac or PC. You can even view your Photo Stream album on your Apple TV®.

iPhone 4S can also now record video in full 1080p HD resolution and with the new video image stabilization feature, you can take richer, smoother videos. Other iPhone 4S video camera improvements include increased sensitivity, sharpness and an increased ability to capture video in low light conditions. With the new iMessage service in iOS 5, you can now instantly share videos with family and friends.

iPhone 4S has the same beautifully thin glass and stainless steel design that millions of customers around the world love, while being completely redesigned on the inside. Apple's dual-core A5 chip delivers up to twice the processing power and up to seven times faster graphics than iPhone 4, all while maintaining incredible battery life—now up to 8 hours of 3G talk time.

Improving on the innovative stainless steel external, dual-antenna design of iPhone 4, iPhone 4S is the first phone to intelligently switch between two antennas to send and receive. iPhone 4S now supports twice the download speed with HSDPA of up to 14.4 Mbps and iPhone 4S is a world phone, so both CDMA and GSM customers can now roam internationally on GSM networks.**

Pricing & Availability
iPhone 4S comes in either black or white and will be available in the US for a suggested retail price of $199 (US) for the 16GB model and $299 (US) for the 32GB model and $399 (US) for the new 64GB model.*** iPhone 4S will be available from the Apple Online Store, Apple's retail stores and through AT&T, Sprint, Verizon Wireless and select Apple Authorized Resellers. iPhone 4S will be available in the US, Australia, Canada, France, Germany, Japan and the UK on Friday, October 14 and customers can pre-order their iPhone 4S beginning Friday, October 7. iPhone 4 will also be available for just $99 (US) and iPhone 3GS will be available for free with a two year contract. Siri will be available in beta on iPhone 4S in English (localized for US, UK and Australia), French and German. iOS 5 software will be available on October 12 as a free software update via iTunes 10.5 for iPhone, iPad and iPod touch customers.

iPhone 4S will roll out worldwide to 22 more countries by the end of October including Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, Hungary, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Mexico, Netherlands, Norway, Singapore, Slovakia, Slovenia, Spain, Sweden and Switzerland.

*Some features may not be available on all products.

**Carrier roaming policies apply. HSDPA availability and network speeds are dependent on carrier networks.

***Qualified customers only. Requires a new two year rate plan, sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

Breakthrough Set of Free Cloud Services Includes iTunes in the Cloud, Photo Stream & Documents in the Cloud

Apple® today announced that iCloud®, a breakthrough set of free cloud services, including iTunes® in the Cloud, Photo Stream and Documents in the Cloud, that work seamlessly with your iPhone®, iPad®, iPod touch®, Mac® or PC to automatically and wirelessly store your content in iCloud and push it to all your devices, will be available on October 12. iCloud stores your music, photos, apps, contacts, calendars, documents and more, keeping them up to date across all your devices. When content changes on one device, all your other devices are updated automatically and wirelessly.

"iCloud is the easiest way to manage your content, because iCloud does it all for you and goes far beyond anything available today," said Eddy Cue, Apple's senior vice president of Internet Software and Services. "You don't have to think about syncing your devices, because it happens automatically, and it is free."

iTunes in the Cloud lets you automatically download new music purchases to all your devices, so you can buy a song on your iPad and find it waiting for you on your iPhone—no syncing required. iTunes in the Cloud also lets you download your previously purchased iTunes content, including music and TV shows to your devices at no additional cost.* Since iCloud stores your previously purchased iTunes history, you can see what you've bought no matter which device you bought it on, and since you already own the content, you can play it on your devices or simply tap the iCloud icon to download it to store and play later.

In addition, iTunes Match℠ scans the songs in your music library, including music not purchased on iTunes, and matches them to the more than 20 million songs available on the iTunes Store®, offering them in high-quality, DRM-free 256 kbps AAC encoding. Any unmatched songs are uploaded to iCloud so you can play songs, albums or playlists from your music library on your devices.

iCloud's innovative Photo Stream service lets you take a photo on one device and have it automatically appear on your other devices. A photo you take on your iPhone is sent to iCloud and automatically pushed to your iPad, iPod touch, Mac or PC. You can even view your Photo Stream album on your Apple TV®. iCloud also automatically pushes a copy of the photos you've imported from your digital camera over Wi-Fi or Ethernet, so you can view them on your other devices. iCloud manages your Photo Stream efficiently, showing your last 1000 photos so you don't run out of storage space.

iCloud's Documents in the Cloud keeps your documents up to date across all your devices, automatically, so you don't have to. For example, if you create a document using Pages® on your iPad, that document is automatically sent to iCloud. When you use Pages on another iOS device, you can open the same document with your latest changes and pick up editing or reading right where you left off. Apple's iWork® apps for iOS, Pages, Numbers® and Keynote® will take advantage of iCloud storage, and Apple is also offering developers the APIs they need to enable their apps to work seamlessly with Documents in the Cloud.

iCloud lets you see your App Store™ and iBookstore℠ purchase history and download those apps and books to any of your devices at any time. Purchased apps and books can be automatically downloaded to your devices, not just the device they were purchased on. Simply tap the iCloud icon and download your purchased apps and books to any of your iOS devices at no additional cost.

iCloud Backup automatically and securely backs up your most important information to iCloud daily over Wi-Fi whenever your iOS device is connected to a power source. Once you plug it in, everything is backed up quickly and efficiently. iCloud already stores your purchased music, TV shows, apps, books and Photo Stream; iCloud Backup takes care of everything else, backing up your photos and video in the Camera Roll, device settings, app data, home

screen and app organization, messages and ringtones. iCloud Backup can even help you set up a new iOS device or restore the information on one you already own.**

iCloud works seamlessly with your Contacts, Calendar and Mail, so you can share calendars with friends and family, and your ad-free Mail account is hosted at me.com. Your inboxes and folders are kept up to date across your iOS devices and computers, and with icloud.com you have easy web access to your Mail, Contacts, Calendar, Find My iPhone and iWork documents.

The Find My iPhone app can help you if one of your devices is missing. Just use the free Find My iPhone app on another device, or sign in at icloud.com from a computer to see your missing iPhone, iPad or iPod touch on a map, display a message, and remotely lock or wipe your missing device. Find My iPhone now lets you locate a missing Mac running OS X Lion.

Find My Friends is a new app available as a free download from the App Store that lets you easily share your location with people who are important to you. Friends and family appear on a map so you can quickly see where they are. Find My Friends also lets you temporarily share your location with a group of friends, whether it's for a couple of hours for a dinner or a couple of days on a camping trip; when the time is up, the sharing ends. With Find My Friends, you get a notification every time you get a new friend request and if you give them permission, they can see your location. With a simple tap you can hide your location. Parental controls help you manage how your child uses Find My Friends.

iCloud will be available concurrently with iOS 5, the world's most advanced mobile operating system, which includes over 200 new features including Notification Center, an innovative way to easily view and manage notifications in one place without interruption; iMessage™, a new messaging service that lets you easily send text messages, photos and videos between all iOS 5 users; and Newsstand, a new way to purchase and organize your newspaper and magazine subscriptions.

Pricing & Availability
iCloud will be available on October 12 as a free download to iPhone, iPad or iPod touch users running iOS 5 or a Mac running OS X Lion with a valid Apple ID. iCloud includes 5GB of free cloud storage for Mail, Document Storage and Backup. Purchased music, TV shows, apps, books and Photo Stream do not count against the storage limit. iTunes Match will be available starting in the US later this month for $24.99 a year. Using iCloud with a PC requires Windows Vista or Windows 7; Outlook 2010 or 2007 is recommended for accessing contacts and calendars. Additional iCloud storage upgrades are available to purchase starting at $20 a year for 10GB, $40 a year for 20GB and $100 a year for 50GB.

iOS 5 will be available as a free software update for iPhone 4S, iPhone 4, iPhone 3GS, iPad 2, iPad and iPod touch (third and fourth generation) customers, allowing them to experience the amazing new features.

*iCloud is available worldwide. iTunes in the Cloud varies by country. iTunes Match and TV shows are US-only. iTunes in the Cloud and iTunes Match may be used on up to 10 devices with the same Apple ID.

**Backup of purchased music is not available in all countries. Backup of purchased TV shows is US only. A purchased item may be unavailable to be restored if it is no longer in the iTunes Store, App Store or iBookstore.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

[iPhone 4S Pre-Orders Top One Million in First 24 Hours](#) [Oct 10, 2011]

Apple® today announced pre-orders of its iPhone® 4S have topped one million in a single day, surpassing the previous single day pre-order record of 600,000 held by iPhone 4. iPhone 4S is the most amazing iPhone yet, packed with incredible new features including Apple's dual-core A5 chip for blazing fast performance and stunning graphics; an all new camera with advanced optics; full 1080p HD resolution video recording; and Siri™, an intelligent assistant that helps you get things done just by asking.

"We are blown away with the incredible customer response to iPhone 4S," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "The first day pre-orders for iPhone 4S have been the most for any new product that Apple has ever launched and we are thrilled that customers love iPhone 4S as much as we do."

iPhone 4S will be available at all 245 Apple retail stores in the US beginning at 8 a.m. local time on Friday, October 14. Every customer who buys an iPhone 4S at an Apple retail store will be offered free Personal Setup service, helping them customize their iPhone 4S by setting up email, showing them new apps from the App Store™ and more, so they'll be up and running with their new iPhone before they leave the store.

iPhone 4S includes iOS 5, the world's most advanced mobile operating system with over 200 new features, and iCloud®, a breakthrough set of free cloud services that work seamlessly with your iPhone, iPad®, iPod touch®, Mac® or PC to automatically and wirelessly store your content in iCloud and push it to all your devices.

Pricing & Availability
iPhone 4S comes in either black or white and will be available in the US for a suggested retail price of $199 (US) for the 16GB model and $299 (US) for the 32GB model and $399 (US) for the new 64GB model.* iPhone 4S will be available from the Apple Online Store, Apple's retail stores and through AT&T, Sprint, Verizon Wireless, and select Best Buy, Target and Walmart stores and select Apple Authorized Resellers. iPhone 4 is available for just $99 (US) and iPhone 3GS is available for free with a two year contract.

iPhone 4S will roll out worldwide to 22 more countries by the end of October including Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, Hungary, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Mexico, Netherlands, Norway, Singapore, Slovakia, Slovenia, Spain, Sweden and Switzerland.

*Qualified customers only. Requires a new two year rate plan, sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

[iPhone 4S First Weekend Sales Top Four Million](#) [Oct 17, 2011]

Apple® today announced it has sold over four million of its new iPhone® 4S, just three days after its launch on October 14. In addition, more than 25 million customers are already using iOS 5, the world's most advanced mobile operating system, in the first five days of its release, and more than 20 million customers have signed up for iCloud®, a breakthrough set of free cloud services that automatically and wirelessly store your content in iCloud and push it to all your devices. iPhone 4S is available today in the US, Australia, Canada, France, Germany, Japan and the UK, and will be available in 22 more countries on October 28 and more than 70 countries by the end of the year.

"iPhone 4S is off to a great start with more than four million sold in its first weekend—the most ever for a phone and more than double the iPhone 4 launch during its first three days," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "iPhone 4S is a hit with customers around the world, and together with iOS 5 and iCloud, is the best iPhone ever."

iPhone 4S is the most amazing iPhone yet, packed with incredible new features including Apple's dual-core A5 chip for blazing fast performance and stunning graphics; an all new camera with advanced optics; full 1080p HD resolution video recording; and Siri™, an intelligent assistant that helps you get things done just by asking.

Pricing & Availability

iPhone 4S comes in either black or white and is available in the US for a suggested retail price of $199 (US) for the 16GB model, $299 (US) for the 32GB model and $399 (US) for the new 64GB model.* iPhone 4S is available from the Apple Online Store, Apple's retail stores and through AT&T, Sprint, Verizon Wireless, and select Best Buy, Target and Walmart stores and select Apple Authorized Resellers. iPhone 4 is available for just $99 (US) and iPhone 3GS is available for free with a two year contract.

iPhone 4S will be available on October 28 in Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, Hungary, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Mexico, Netherlands, Norway, Singapore, Slovakia, Slovenia, Spain, Sweden and Switzerland.

*Qualified customers only. Requires a new two year rate plan, sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

iPhone 4S Arrives in Hong Kong & South Korea on November 11 [Nov 1, 2011]

Pre-Orders Begin November 4

Apple® today announced that iPhone® 4S, the most amazing iPhone yet, will be available in Hong Kong, South Korea and 13 additional countries on Friday, November 11. Customers will be able to pre-order iPhone 4S beginning on Friday, November 4.*

iPhone 4S is packed with incredible new features including Apple's dual-core A5 chip for blazing fast performance and stunning graphics; an all new camera with advanced optics; full 1080p HD resolution video recording; and Siri™, an intelligent assistant that helps you get things done just by asking.

Beginning Friday, November 11, iPhone 4S will be available in Albania, Armenia, Bulgaria, El Salvador, Greece, Guatemala, Hong Kong, Malta, Montenegro, New Zealand, Panama, Poland, Portugal, Romania and South Korea. iPhone 4S is available today in 29 countries around the world and will be available in more than 70 countries by the end of the year.

iPhone 4S comes in either black or white for a suggested retail price of $199 (US) for the 16GB model, $299 (US) for the 32GB model and $399 (US) for the new 64GB model.** iPhone 4S is sold through the Apple Online Store, Apple's retail stores and select Apple Authorized Resellers. iPhone 4 is available for just $99 (US) and iPhone 3GS is available for free with a two year contract from participating carriers.

*Pre-orders not available in Albania, El Salvador, Guatemala, Malta, Montenegro and Panama.

**Qualified customers only. Requires a new two year rate plan, sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

[**Apple's Mac App Store Downloads Top 100 Million**](#) [Dec 12, 2011]

Apple® today announced that over 100 million apps have been downloaded from the Mac® App Store™ in less than one year. With thousands of free and paid apps, the Mac App Store brings the App Store experience to the Mac so you can find great new apps, buy them using your iTunes® account, and download and install them in just one step. Apple revolutionized the app industry with the App Store, which now has more than 500,000 apps and where customers have downloaded more than 18 billion apps and continue to download more than 1 billion apps per month.

"In just three years the App Store changed how people get mobile apps, and now the Mac App Store is changing the traditional PC software industry," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "With more than 100 million downloads in less than a year, the Mac App Store is the largest and fastest growing PC software store in the world."

"With Autodesk products in both the App Store and Mac App Store, we can reach hundreds of millions of Apple users around the world," said Amar Hanspal, senior vice president of Platform Solutions and Emerging Business at Autodesk. "With our free AutoCAD WS and the more powerful professional drafting tools of AutoCAD LT, we're using the Mac App Store to deliver new products and reach a growing base of new Mac customers."

"The Mac App Store has unparalleled reach and has completely transformed our distribution and development cycle," said Saulius Dailide of the Pixelmator Team. "Offering Pixelmator 2.0 exclusively on the Mac App Store allows us to streamline updates to our image editing software and stay ahead of the competition."

"In less than one year we've shifted the distribution of djay for Mac exclusively to the Mac App Store," said Karim Morsy, CEO of algoriddim. "With just a few clicks, djay for Mac is available to customers in 123 countries worldwide. We could never have that reach through traditional channels."

The Mac App Store offers thousands of apps in Education, Games, Graphics & Design, Lifestyle, Productivity, Utilities and other categories. Users can browse new and noteworthy apps, find out what's hot, see staff favorites, search categories and look up top charts for paid and free apps, as well as user ratings and reviews. The Mac App Store is included with Mac OS® X Lion and is available as a software update for any Mac running Mac OS X Snow Leopard®. For more information visit, www.apple.com/mac/app-store.

Mac developers set the prices for their apps, keep 70 percent of the sales revenue, are not charged for free apps and do not have to pay hosting, marketing or credit card fees. To find out more about developing for the Mac App Store visit, developer.apple.com/programs/mac.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

[**Apple Launches iTunes Store in Brazil & Latin America**](#) [Dec 13, 2011]

Apple® today announced the launch of the iTunes Store® in Brazil (www.itunes.com/brazil) with an incredible selection of Brazilian and international music from all the major labels and thousands of independent labels. Launching with a catalog of over 20 million songs, the iTunes Store in Brazil features local artists including Ivete Sangalo, Marisa Monte and the digital debut of Roberto Carlos' catalog, available to purchase and download along with a wide range of international artists including the Beatles, Rihanna, Coldplay and thousands more. With most songs priced at 99 cents and most albums at $9.99, the iTunes Store in Brazil is the best way for iPad®, iPhone®, iPod®, Mac® and PC users to legally discover, purchase and download music online.

The iTunes Store in Brazil offers over a thousand movies to rent or purchase, with many in stunning HD, from major studios including 20th Century Fox, Paramount Pictures, Sony Pictures Home Entertainment, Universal Pictures, The

Walt Disney Studios and Warner Bros. Pictures. The iTunes Store in Brazil now joins the revolutionary App Store™, which offers more than 500,000 apps to consumers in 123 countries, reaching hundreds of millions of iPad, iPhone and iPod touch® users around the world. Customers have downloaded more than 18 billion apps to date.

Apple is also bringing the iTunes Store to 15 additional Latin American countries including Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru and Venezuela.

The iTunes Store in Brazil and Latin America offer music from major labels EMI Music, Sony Music Entertainment, Universal Music Group and Warner Music, and thousands of independent labels. All music on iTunes® comes in iTunes Plus®, Apple's DRM-free format with high-quality 256 kbps AAC encoding for audio quality virtually indistinguishable from the original recordings.

iTunes in the Cloud lets you download your previously purchased iTunes music to all your iOS devices at no additional cost, and new music purchases can be downloaded automatically to all your devices. In addition, music not purchased from iTunes can gain the same benefits by using iTunes Match℠, a new service that upgrades your music to iTunes Plus when matched to the over 20 million songs in the iTunes Store catalog. iTunes in the Cloud is available today for free in Brazil and Latin America and iTunes Match is available today for a $24.99 annual fee in Brazil.

Pricing & Availability
iTunes 10.5.1 for Mac and Windows includes the iTunes Store and is available as a free download from (www.itunes.com/brazil). iTunes Store purchases require a valid credit card with a billing address in country.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. ... and has recently introduced iPad 2 which is defining the future of mobile media and computing devices.

[iPhone 4S Arrives in China on January 13](#) [Jan 4, 2012]

Apple® today announced that iPhone® 4S, the most amazing iPhone yet, will be available in China and 21 additional countries on Friday, January 13. iPhone 4S is packed with incredible new features including Apple's dual-core A5 chip for blazing fast performance and stunning graphics; an all new camera with advanced optics; full 1080p HD resolution video recording; and Siri™, an intelligent assistant that helps you get things done just by asking. iPhone 4S comes with iOS 5, the world's most advanced mobile operating system with over 200 new features.

"Customer response to our products in China has been off the charts," said Tim Cook, Apple's CEO. "With the launch in China next week, iPhone 4S will be available in over 90 countries making this our fastest iPhone rollout ever."

Beginning Friday, January 13, iPhone 4S will be available in Anguilla, Antigua and Barbuda, Bolivia, Botswana, British Virgin Islands, Cameroon, Cayman Islands, Central African Republic, China, Dominica, Dominican Republic, Ecuador, Grenada, Guam, Guinea Conakry, Ivory Coast, Jamaica, Kenya, Madagascar, Mali, Mauritius, Niger, Senegal, St. Vincent and The Grenadines, Trinidad and Tobago, Turks and Caicos and Uganda.

iPhone 4S comes in either black or white for a suggested retail price of $199 (US) for the 16GB model, $299 (US) for the 32GB model and $399 (US) for the new 64GB model.* iPhone 4S is sold through the Apple Online Store, Apple's retail stores and select Apple Authorized Resellers. iPhone 4 is available for just $99 (US) and iPhone 3GS is available for free with a two year contract from participating carriers.

*Qualified customers only. Requires a new two year rate plan, sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the

Apple Unveils All-New iTunes U App for iPad, iPhone & iPod touch [Jan 19, 2012]

Entire Courses from Top Universities Now Available in One App

Apple® today announced an all-new iTunes® U app, giving educators and students everything they need on their iPad®, iPhone® and iPod touch® to teach and take entire courses. The all-new iTunes U app lets teachers create and manage courses including essential components such as lectures, assignments, books, quizzes and syllabuses and offer them to millions of iOS users around the world. The iTunes U app gives iOS users access to the world's largest catalog of free educational content from top universities including Cambridge, Duke, Harvard, Oxford and Stanford, and starting today any K-12 school district can offer full courses through the iTunes U app. iTunes U has already become an incredibly popular learning tool for students with over 700 million downloads.

"The all-new iTunes U app enables students anywhere to tap into entire courses from the world's most prestigious universities," said Eddy Cue, Apple's senior vice president of Internet Software and Services. "Never before have educators been able to offer their full courses in such an innovative way, allowing anyone who's interested in a particular topic to learn from anywhere in the world, not just the classroom."

Prior to iTunes U, only students in the classroom at that time had access to educational content from top universities. With the iTunes U app for iPad, iPhone and iPod touch, those barriers no longer exist. Students anywhere can take an entire course with complete access to all course materials right at their fingertips. With the iTunes U app, students are able to access new books right from within the app, and any notes taken in iBooks® are consolidated for easy reviewing. In addition to reading books, viewing presentations, lectures and assignment lists, students can receive push notifications so they always have the latest class information.* The iTunes U app is available today as a free download from the App Store™.

Educators can quickly and easily create, manage and share their courses, quizzes and handouts through a web-based tool and utilize content and links from the iTunes U app, the Internet, iBookstore℠ or the App Store as part of their curriculum. They can also upload and distribute their own documents such as Keynote®, Pages®, Numbers® or books made with iBooks Author.

*Some content is available only for iPad.

Apple Reinvents Textbooks with iBooks 2 for iPad [Jan 19, 2012]

New iBooks Author Lets Anyone Create Stunning iBooks Textbooks

Apple® today announced iBooks® 2 for iPad®, featuring iBooks textbooks, an entirely new kind of textbook that's dynamic, engaging and truly interactive. iBooks textbooks offer iPad users gorgeous, fullscreen textbooks with interactive animations, diagrams, photos, videos, unrivaled navigation and much more. iBooks textbooks can be kept up to date, don't weigh down a backpack and never have to be returned. Leading education services companies including Houghton Mifflin Harcourt, McGraw-Hill and Pearson will deliver educational titles on the iBookstore℠ with most priced at $14.99 or less, and with the new iBooks Author, a free authoring tool available today, anyone with a Mac® can create stunning iBooks textbooks.

"Education is deep in Apple's DNA and iPad may be our most exciting education product yet. With 1.5 million iPads already in use in education institutions, including over 1,000 one-to-one deployments, iPad is rapidly being adopted by schools across the US and around the world," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "Now with iBooks 2 for iPad, students have a more dynamic, engaging and truly interactive way to read and learn, using the device they already love."

The new iBooks 2 app is available today as a free download from the App Store™. With support for great new features including gorgeous, fullscreen books, interactive 3D objects, diagrams, videos and photos, the iBooks 2 app will let students learn about the solar system or the physics of a skyscraper with amazing new interactive textbooks that come to life with just a tap or swipe of the finger. With its fast, fluid navigation, easy highlighting and note-taking, searching and definitions, plus lesson reviews and study cards, the new iBooks 2 app lets students study and learn in more efficient and effective ways than ever before.

iBooks Author is also available today as a free download from the Mac App Store and lets anyone with a Mac create stunning iBooks textbooks, cookbooks, history books, picture books and more, and publish them to Apple's iBookstore. Authors and publishers of any size can start creating with Apple-designed templates that feature a wide variety of page layouts. iBooks Author lets you add your own text and images by simply dragging and dropping, and with the Multi-Touch™ widgets you can easily add interactive photo galleries, movies, Keynote® presentations and 3D objects.

Apple today also announced an all-new iTunes® U app giving educators and students everything they need on their iPad, iPhone® and iPod touch® to teach and take entire courses. With the new iTunes U app, students using iPads have access to the world's largest catalog of free educational content, along with over 20,000 education apps at their fingertips and hundreds of thousands of books in the iBookstore that can be used in their school curriculum, such as novels for English or Social Studies.* The iTunes U app is available today as a free download from the App Store.

*Some content is available only for iPad.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

Fair Labor Association Begins Inspections of Foxconn [Feb 13, 2012]

Apple® today announced that the Fair Labor Association will conduct special voluntary audits of Apple's final assembly suppliers, including Foxconn factories in Shenzhen and Chengdu, China, at Apple's request. A team of labor rights experts led by FLA president Auret van Heerden began the first inspections Monday morning at the facility in Shenzhen known as Foxconn City.

"We believe that workers everywhere have the right to a safe and fair work environment, which is why we've asked the FLA to independently assess the performance of our largest suppliers," said Tim Cook, Apple's CEO. "The inspections now underway are unprecedented in the electronics industry, both in scale and scope, and we appreciate the FLA agreeing to take the unusual step of identifying the factories in their reports."

As part of its independent assessment, the FLA will interview thousands of employees about working and living conditions including health and safety, compensation, working hours and communication with management. The FLA's team will inspect manufacturing areas, dormitories and other facilities, and will conduct an extensive review of documents related to procedures at all stages of employment.

Apple's suppliers have pledged full cooperation with the FLA, offering unrestricted access to their operations. The FLA's findings and recommendations from the first assessments will be posted in early March on its website, www.fairlabor.org. Similar inspections will be conducted at Quanta and Pegatron facilities later this Spring, and when completed, the FLA's assessment will cover facilities where more than 90 percent of Apple products are assembled.

Apple has audited every final assembly factory in its supply chain each year since 2006, including more than 40 audits of Foxconn manufacturing and final assembly facilities. Details of Apple's supplier responsibility program, including the results of more than 500 factory audits led by Apple throughout its supply chain over the past five years, are available atwww.apple.com/supplierresponsibility.

In January, Apple became the first technology company admitted to the Fair Labor Association. The FLA conducts independent monitoring and verification to ensure that the FLA's Workplace Standards are upheld wherever FLA company products are made.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

[Apple's App Store Downloads Top 25 Billion](#) [March 5, 2012]

Apple® today announced that more than 25 billion apps have been downloaded from its revolutionary App Store™ by the users of the more than 315 million iPhone®, iPad® and iPod touch® devices worldwide. The 25 billionth app downloaded, Where's My Water? Free, was downloaded by Chunli Fu of Qingdao, China. As the winner of the App Store Countdown to 25 Billion Apps, Chunli Fu will receive a $10,000 iTunes® Gift Card.

"We'd like to thank our customers and developers for helping us achieve this historic milestone of 25 billion apps downloaded," said Eddy Cue, Apple's senior vice president of Internet Software and Services. "When we launched the App Store less than four years ago, we never imagined that mobile apps would become the phenomenon they have, or that developers would create such an incredible selection of apps for iOS users."

The revolutionary App Store offers more than 550,000 apps to iPhone, iPad and iPod touch users in 123 countries around the world, with more than 170,000 native iPad apps available. App Store customers can choose from an incredible range of apps in 21 categories, including Newsstand, games, business, news, sports, health & fitness and travel. The App Store has paid out more than four billion dollars to developers.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

[Apple Launches New iPad](#) [March 7, 2012]

New iPad Features Retina Display, A5X Chip, 5 Megapixel iSight Camera & Ultrafast 4G LTE

Apple® today introduced the new iPad®, the third generation of its category defining mobile device, featuring a stunning new Retina™ display, Apple's new A5X chip with quad-core graphics and a 5 megapixel iSight® camera with advanced optics for capturing amazing photos and 1080p HD video. iPad with Wi-Fi + 4G connects to fast networks worldwide, including AT&T's and Verizon's 4G LTE networks, and still delivers the same all-day 10 hour battery life* while remaining amazingly thin and light. Beginning today, iPad 2 will be offered at an even more affordable price starting at just $399.

"The new iPad redefines the category Apple created less than two years ago, delivering the most amazing experience people have ever had with technology," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "The new iPad now has the highest resolution display ever seen on a mobile device with 3.1 million pixels, delivering razor sharp text and unbelievable detail in photos and videos."

The new iPad's Retina display delivers four times the number of pixels of iPad 2, so dense that the human eye is unable to distinguish individual pixels when held at a normal distance, making web pages, text, images and video look incredibly sharp and realistic. The 3.1 million pixels in the Retina display are more than one million more pixels than an HD TV, and with 44 percent increased color saturation the new iPad displays colors that are unbelievably richer, deeper and more vivid. Movies are now capable of playing at full 1080p HD-resolution, delivering an incomparable viewing experience on a mobile device.

The powerful new A5X chip with quad-core graphics was specifically designed by Apple to deliver a fast, responsive user experience while supporting the incredible Retina display. With double the graphics performance of the A5 chip, the A5X provides a superb balance between performance and power efficiency so users can enjoy all the benefits of the stunning new display while experiencing a smooth Multi-Touch™ interface, immersive gameplay, incredible visual depth and all-day battery life that iPad is known for delivering.

The 5 megapixel iSight camera features advanced optics for taking stunning pictures and recording full HD video. Backside illumination allows you to take great photos in low-light conditions and a new video image stabilization feature removes the bumps and shakes typically seen when filming with a hand-held device. Images can be enjoyed on the large Retina display, then edited, enhanced and easily shared with friends and family using the built-in Photos app on iPad.

iPad Wi-Fi + 4G with built-in next generation 4G LTE has the most comprehensive support for fast networks worldwide including HSPA+ and DC-HSDPA, and now both CDMA and GSM iPad users have the ability to easily roam internationally. The world-ready iPad delivers blazing download and upload speeds so web pages load incredibly quickly and email with large attachments can be sent and received easily. Personal Hotspot can be used to share the fast network connection on your iPad with up to 5 other devices using Wi-Fi, Bluetooth or USB**.

With iOS 5.1, the latest update to the world's most advanced mobile operating system, the new iPad has a number of new features and enhancements including: a redesigned Camera app with video stabilization technology; the ability to delete photos from Photo Stream; support for dictation in English, French, German and Japanese; and Personal Hotspot. iOS 5.1 also works seamlessly with iCloud®, a breakthrough set of free cloud services including iTunes® in the Cloud, Photo Stream and Documents in the Cloud, that works seamlessly with your iPhone®, iPad, iPod touch®, Mac® or PC to automatically and wirelessly store your content and push it to your devices. When content changes on one of your devices, your other devices are updated automatically.

The new iPad also supports dictation, another amazing way to get things done just using your voice. Instead of typing, tap the microphone icon on the keyboard, then say what you want to say and the new iPad listens. Tap done,

and iPad converts your words into text. You can use dictation to write messages, take notes, search the web and more. Dictation also works with third-party apps, so you can update your Facebook status, tweet, or write Instagram captions.

Apple also introduced the iPhoto® app, along with major updates to iMovie® and GarageBand®, completing its suite of iLife® apps for iOS. iLife and the iWork® apps, Pages®, Keynote® and Numbers®, have all been updated to take advantage of the new iPad Retina display. iPhoto includes breakthrough Multi-Touch features so you can use simple gestures to sort through hundreds of photos and find your best shots, enhance and retouch your images using fingertip brushes and share stunning photo journals with iCloud. iMovie now gives you the ability to create amazing Hollywood-style trailers as you record HD video, and GarageBand introduces Jam Session, an innovative and fun new feature that allows a group of friends to wirelessly connect to play instruments and record music together live on their iOS devices.

iPad runs almost all of the over 585,000 apps available on the App Store™, including more than 200,000 native iPad apps, from a wide range of categories, including books, games, business, news, sports, health, reference and travel. The iTunes Store® puts the world's most popular online music, TV and movie store at your fingertips with a catalog of over 20 million songs, over 90,000 TV episodes and over 15,000 movies. The new iBooks® 2 app for iPad lets users experience an entirely new kind of ebook that's dynamic, engaging and truly interactive. iBooks created with Apple's new iBooks Author offer gorgeous, fullscreen ebooks with interactive animations, diagrams, photos, videos, unrivaled navigation and much more.

Pricing & Availability
The new iPad Wi-Fi models will be available in black or white on Friday, March 16 for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model and $699 (US) for the 64GB model. iPad Wi-Fi + 4G for either AT&T or Verizon will be available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad will be sold in the US through the Apple Store® (www.apple.com), Apple's retail stores, and select Apple Authorized Resellers. iPad will also be available in Australia, Canada, France, Germany, Hong Kong, Japan, Puerto Rico, Singapore, Switzerland, UK and the US Virgin Islands on Friday, March 16. Customers can begin pre-ordering their new iPad today, and the incredible iPad 2 is now offered at a more affordable price of $399 (US) for the 16GB Wi-Fi model and just $529 (US) for the 16GB Wi-Fi + 3G model.

iOS 5.1 and iTunes 10.6 are available today as free software updates. iPhoto, iMovie 1.3 and GarageBand 1.2 are available today for $4.99 (US) each from the App Store (www.itunes.com/appstore). Keynote 1.6, Pages 1.6 and Numbers 1.6 are available today for $9.99 (US) each from the App Store. Updates are available for free to existing customers. By the end of March iPad will be available in Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, Greece, Hungary, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Macau, Mexico, The Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

*Battery life depends on device settings, usage and other factors. Actual results vary.

**Personal Hotspot requires supporting data plan. Customers should check with their carrier for availability.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

New Apple TV Features iTunes Movies and TV Shows, Netflix, Photos & More in HD

Apple® today announced the new Apple TV® featuring 1080p programming including iTunes® movies and TV shows, Netflix, Vimeo, photos and more in HD. With iTunes in the Cloud, customers can purchase and play their favorite movies and TV shows from the iTunes Store® and watch them instantly on their HD TV. The new Apple TV features a simpler, refined user interface making it easier than ever to access your purchased movies, TV shows and music with iTunes Match℠ right from iCloud®. With AirPlay®, users can stream or mirror their favorite content from their iPad® or iPhone® 4S to Apple TV.

"People are going to love streaming movies and TV shows in 1080p with the new Apple TV, and photos look beautiful displayed at the maximum resolution of your TV," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "Apple TV is easier than ever to use with its new icon-based interface and the ability to access your purchased movies, TV shows and music right from iCloud."

Apple TV users can choose from an incredible selection of programming including over 15,000 movies and over 90,000 TV episodes on the iTunes Store. Apple TV also offers great content from Netflix's streaming catalog, live sports from MLB, NBA and NHL as well as Internet content from Vimeo, YouTube and Flickr.*

With iCloud, you can buy movies and TV shows on Apple TV and watch them on your iPhone, iPad, iPod touch®, Mac® or PC. iCloud also stores photos and pushes them wirelessly to all your devices including your HD TV via Apple TV. iCloud provides an incredibly easy way to get instant access to all of your content, no matter which device is being used.

iPhone, iPad and iPod touch users can use AirPlay to stream music, photos and videos from their devices directly to their HD TV with Apple TV. iPhone 4S or iPad users can use AirPlay Mirroring to show the screen of their device right on their HD TV, allowing them to stream web pages, spreadsheets or even games.**

Apple TV makes it easy to enjoy iTunes video, music and photo libraries from your computer right on your HD TV— and with iCloud you can instantly enjoy content that was purchased on your iPhone, iPad or iPod touch as well. iTunes Match customers can now play their entire music library from iCloud—even songs they've imported from CDs. Users can also control Apple TV with their iPhone, iPad or iPod touch using the Remote app, available as a free download on the App Store™ (www.itunes.com/appstore).

Pricing & Availability
Apple TV will be available on Friday, March 16 for a suggested retail price of $99 (US) through the Apple online store, Apple's retail stores and Apple Authorized Resellers. Apple TV requires iTunes 10.5 or later. Apple TV requires an 802.11g/n Wi-Fi network or Ethernet network, a broadband Internet connection and a HD TV capable of 1080p or 720p and an HDMI cable that is sold separately. iTunes movie and TV show availability varies by country. Second generation Apple TV users can install the new Apple TV user interface via a free software update, available today. Third generation Apple TV hardware is required to play 1080p video.

*Content availability varies by country and may require account subscriptions.

**AirPlay requires an iOS device running iOS 4.2 or later. AirPlay Mirroring not supported on original iPad.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

[New iPad Arrives in the US & Nine Additional Countries on Friday](#) [March 14, 2012]

Apple® today announced the new iPad®, the third generation of its category defining mobile device, will arrive at Apple's retail stores and the Apple Online Store (www.apple.com) on Friday, March 16 at 8:00 a.m. local time in the US, Australia, Canada, France, Germany, Hong Kong, Japan, Singapore, Switzerland and the UK; along with Puerto Rico and the US Virgin Islands.

The new iPad features a stunning new Retina™ display, Apple's new A5X chip with quad-core graphics and a 5 megapixel iSight® camera with advanced optics for capturing amazing photos and 1080p HD video and still delivers the same all-day 10 hour battery life* while remaining amazingly thin and light. iPad Wi-Fi + 4G supports ultrafast 4G LTE networks in the US and Canada, and fast 3G networks around the world including those based on HSPA+ and DC-HSDPA.** Additionally, iPad 2 is available at a more affordable price starting at just $399.

Every customer who buys a new iPad at an Apple retail store will be offered free Personal Setup service, helping them customize their iPad by setting up email, loading new apps from the App Store™ and more, so they'll be up and running with their new iPad before they leave the store. Personal Pickup, available at Apple retail stores in the US and a feature of the free Apple Store® app, lets iPad customers shop and buy from anywhere they are, then pick up their purchase at any Apple retail store. In the US the new iPad will also be available at Best Buy, Radio Shack, Sam's Club, Target and Walmart.

Pricing & Availability
The new iPad Wi-Fi models will be available in black or white starting on Friday, March 16 for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model, and $699 (US) for the 64GB model. iPad Wi-Fi + 4G for ultrafast 4G LTE networks in the US and Canada and fast 3G networks around the world including those based on HSPA+ and DC-HSDPA, will be available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad will be sold in the US through the Apple Online Store (www.apple.com), Apple's retail stores, and select Apple Authorized Resellers. Additionally, the incredible iPad 2 is now offered at a more affordable price of $399 (US) for the 16GB Wi-Fi model and just $529 (US) for the 16GB Wi-Fi + 3G model. iOS 5.1 and iTunes® 10.6 are currently available as free software updates. iPhoto®, iMovie® 1.3 and GarageBand® 1.2 are now available for $4.99 (US) each from the App Store (www.itunes.com/appstore). Keynote® 1.6, Pages® 1.6 and Numbers® 1.6 are available for $9.99 (US) each from the App Store. Updates are available for free to existing customers.

Starting March 23 the new iPad will be available in Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, Greece, Hungary, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Macau, Mexico, The Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

*Battery life depends on device settings, usage and other factors. Actual results vary.

**4G LTE is supported only on AT&T and Verizon networks in the US and on Bell, Rogers and Telus networks in Canada. Data plans sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

New iPad Tops Three Million [March 19, 2012]

Apple® today announced it has sold three million of its incredible new iPad®, since its launch on Friday, March 16. The new iPad features a stunning new Retina™ display, Apple's new A5X chip with quad-core graphics, a 5 megapixel iSight® camera with advanced optics for capturing amazing photos and 1080p HD video, and still delivers the same all-day 10 hour battery life* while remaining amazingly thin and light. iPad Wi-Fi + 4G supports ultrafast 4G LTE networks in the US and Canada, and fast networks around the world including those based on HSPA+ and DC-HSDPA.**

"The new iPad is a blockbuster with three million sold—the strongest iPad launch yet," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "Customers are loving the incredible new features of iPad, including the stunning Retina display, and we can't wait to get it into the hands of even more customers around the world this Friday."

The new iPad is already available in the US, Australia, Canada, France, Germany, Hong Kong, Japan, Puerto Rico, Singapore, Switzerland, UK and the US Virgin Islands and will be available in 24 more countries starting at 8:00 a.m. local time on Friday, March 23 through the Apple Online Store (www.apple.com), Apple's retail stores and select Apple Authorized Resellers, including Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, Greece, Hungary, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Macau, Mexico, The Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

The new iPad Wi-Fi models are available in black or white for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model, $699 (US) for the 64GB model. iPad Wi-Fi + 4G for either AT&T or Verizon is available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US) for the 64GB model. iPad is sold in the US through the Apple Online Store (www.apple.com), Apple's retail stores and select Apple Authorized Resellers. Additionally, the incredible iPad 2 is now offered at a more affordable price of $399 (US) for the 16GB Wi-Fi model and just $529 (US) for the 16GB Wi-Fi + 3G model.

*Battery life depends on device settings, usage and other factors. Actual results vary.

**4G LTE is supported only on AT&T and Verizon networks in the U.S. and on Bell, Rogers, and Telus networks in Canada. Data plans sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

New iPad Arrives in South Korea & 11 Additional Countries This Week [April 16, 2012]

Apple® today announced the new iPad®, the third generation of its category defining mobile device, will arrive in South Korea and 11 additional countries on Friday, April 20. The new iPad features a stunning new Retina™ display, Apple's new A5X chip with quad-core graphics and a 5 megapixel iSight® camera with advanced optics for capturing amazing photos and 1080p HD video. The new iPad still delivers the same all-day 10 hour battery life* while remaining amazingly thin and light.

In addition to South Korea, the new iPad also will be available beginning on Friday, April 20 in Brunei, Croatia, Cyprus, Dominican Republic, El Salvador, Guatemala, Malaysia, Panama, St Maarten, Uruguay and Venezuela. Beginning on Friday, April 27, the new iPad will be available in Colombia, Estonia, India, Israel, Latvia, Lithuania, Montenegro, South Africa and Thailand.

The new iPad Wi-Fi models will be available in black or white for a suggested retail price of $499 (US) for the 16GB model, $599 (US) for the 32GB model and $699 (US) for the 64GB model. The iPad Wi-Fi + 4G models will be available for a suggested retail price of $629 (US) for the 16GB model, $729 (US) for the 32GB model and $829 (US)

for the 64GB model.** The new iPad will be sold through the Apple Online Store (www.apple.com) and select Apple Authorized Resellers. Additionally, iPad 2 is available at a more affordable price starting at just $399.

*Battery life depends on device settings, usage and other factors. Actual results vary.

**4G LTE is supported only on AT&T and Verizon networks in the U.S. and on Bell, Rogers and Telus networks in Canada. Data plans sold separately.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

[Apple Previews iOS 6 With All New Maps, Siri Features, Facebook Integration, Shared Photo Streams & New Passbook App](#) [June 11, 2012]

Available to iPhone, iPad & iPod touch Users This Fall

Apple® today previewed iOS 6, introducing over 200 new features to the world's most advanced mobile operating system, and released a beta version to iOS Developer Program members. iOS 6 will be available to iPhone®, iPad® and iPod touch® users this fall as a free software update. New iOS 6 features include: an all new Maps app with Apple-designed cartography, turn-by-turn navigation and an amazing new Flyover view; new Siri® features, including support for more languages, easy access to sports scores, restaurant recommendations and movie listings; Facebook integration for Contacts and Calendar, with the ability to post directly from Notification Center, Siri and Facebook-enabled apps like Photos, Safari® and Maps; Shared Photo Streams via iCloud®; and Passbook, the simplest way to get all your passes in one place.

"iOS 6 continues the rapid pace of innovation that is helping Apple reinvent the phone and create the iPad category, delivering the best mobile experience available on any device," said Scott Forstall, Apple's senior vice president of iOS Software. "We can't wait for hundreds of millions of iOS users to experience the incredible new features in iOS 6 including the new Maps app, expanded Siri support, deep Facebook integration, Shared Photo Streams and the innovative new Passbook app."

iOS 6 includes an all new Maps app with vector-based map elements that make graphics and text smooth, and panning, tilting and zooming incredibly fluid. New turn-by-turn navigation guides you to your destination with spoken directions, and the amazing Flyover feature has photo-realistic interactive 3D views. Real-time traffic information keeps you updated on how long it will take to get to your destination and offers alternate time-saving routes if traffic conditions change significantly. Additionally, local search includes information for over 100 million businesses with info cards that offer Yelp ratings, reviews, available deals and photos.

Siri, now available for the new iPad as well as iPhone 4S, includes language support for English, French, German and Japanese, and adds support for Spanish, Italian, Korean, Mandarin and Cantonese. Siri is optimized for use in 15 countries and helps you get even more done with just your voice, whether it's finding the latest sports scores or making restaurant reservations. You also can ask Siri to update your status on Facebook, post to Twitter or launch an app. Additionally, Siri takes hands-free functionality even further with a new Eyes Free mode, enabling you to interact with your iPhone using nothing more than your voice.

Built-in Facebook integration is the best ever in a mobile device, allowing you to sign in once and post from Notification Center, Siri and Facebook-enabled apps, including Photos, Safari and Maps. Your Facebook friends' information is kept up to date across all your iOS devices, automatically updating details in Contacts when they change, and scheduling events and birthdays in your Calendar. You can also "Like" content directly from the App Store™ and iTunes® and see what your friends recommend.

With more than 125 million users already enjoying iCloud, iOS 6 introduces new ways to share photos with friends and family using Shared Photo Streams. Simply select the photos you want to share, pick which friends you want to receive the album, and the Shared Photo Stream album is instantly available on their iOS devices, iPhoto® and Aperture® on their Mac®, via the web or even through Apple TV®. You and your friends can leave comments on or "Like" any photo in a shared album.

The new Passbook app is the simplest way to get all your passes in one place, such as boarding passes and baseball tickets. Passbook lets you scan your iPhone or iPod touch to use a coupon, get into a concert or check into your hotel. Passbook automatically displays your passes on your Lock Screen based on a specific time or location, so when you walk into your favorite coffee shop your loyalty card appears and you can scan it to buy a coffee or check your balance. Passbook can even alert you to last minute gate changes or flight delays at the airport.

Building on Apple's commitment to provide innovative solutions for education and accessibility, iOS 6 introduces Guided Access. This new feature allows a parent, teacher or administrator to disable hardware buttons to lock an iOS device into a single app, especially useful for test taking or helping someone with a disability stay focused on learning. Guided Access also includes the ability to confine touch input to certain parts of the screen.

Additional new iOS 6 features include:

- enhancements to Safari, the world's most popular mobile browser, such as iCloud tabs, offline reading lists, photo uploads and full screen view;
- support for FaceTime® calls over cellular networks;
- the ability to set up a VIP Mailbox, making it easier to quickly view messages from important people you designate as VIPs;
- the option to decline incoming calls with a quick message, set a callback reminder and enable a new Do Not Disturb option; and
- a whole new set of improvements and services specifically for iOS users in China, such as improved text input and built-in support for popular Chinese services including Baidu, Sina Weibo, Youku and Tudou.

Availability
The iOS 6 beta software and SDK are available immediately for iOS Developer Program members at developer.apple.com. iOS 6 will be available as a free software update for iPhone 4S, iPhone 4, iPhone 3GS, the new iPad, iPad 2 and iPod touch (fourth generation) this fall. Some features may not be available on all products.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.

[Apple Launches iTunes Store in Hong Kong, Singapore, Taiwan & Nine Additional Countries in Asia Today](#) [June 27, 2012]

Apple® today announced the launch of the iTunes Store® in Hong Kong, Singapore, Taiwan and nine additional countries in Asia featuring an incredible selection of local and international music from all the major labels and thousands of independent labels. The iTunes Store features local artists including Jay Chou, Girls Generation and Andy Lau, international artists including ADELE, The Beatles and Jason Mraz, and world-renowned classical musicians including Lang Lang, Yo Yo Ma and Yuja Wang. Customers can choose from over 20 million songs available to purchase and download on the iTunes Store.

Apple is bringing the iTunes Store to music fans in Brunei, Cambodia, Laos, Macau, Malaysia, Philippines, Thailand, Sri Lanka and Vietnam. Customers can also rent or purchase movies from the iTunes Store, with many available in stunning HD, from major studios including 20th Century Fox, Paramount Pictures, Sony Pictures Home Entertainment, The Walt Disney Studios and Warner Bros. Pictures. The iTunes Store joins the revolutionary App Store™ which offers more than 650,000 apps to consumers in 155 countries.

The iTunes Store is the best way for iPhone®, iPad®, iPod®, Mac® and PC users to legally discover, purchase and download music online. All music on the iTunes Store comes in iTunes Plus®, Apple's DRM-free format with high-quality 256 kbps AAC encoding for audio virtually indistinguishable from the original recordings.

iTunes® in the Cloud lets you download your previously purchased iTunes music to all your iOS devices at no additional cost, and new music purchases can be downloaded automatically to all your devices. In addition, music not purchased from the iTunes Store can gain the same benefits by using iTunes Match℠, a new service that stores your entire music library in iCloud® for access at any time, from any iOS device. iTunes Match is available for purchase in the new countries added today.

Pricing & Availability
iTunes 10.6.3 for Mac and Windows includes the iTunes Store and is available as a free download from apple.com/asia/itunes. iTunes Store purchases require a valid credit card with a billing address in country.

Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software ... and is defining the future of mobile media and computing devices with iPad.