

iPhone: The Art of the Launch



iPhone






iPhone 3G



iPhone 3GS



iPhone 4

	iPhone	iPhone 3G	iPhone 3GS	iPhone 4
Cost*	\$499 for 4GB** \$599 for 8GB**	\$199 for 8GB \$299 for 16GB	\$199 for 16GB \$299 for 32GB	\$199 for 16GB \$299 for 32GB
New Features & Improvements	<ul style="list-style-type: none"> Multitouch touchscreen display Accelerometer Microphone Headset controls Ambient light sensor Proximity sensor Wi-Fi 802.11 b/g Bluetooth 2.0 Built-in li-ion battery 620 MHz processor 128MB of eDRAM 2 Megapixel camera 	<ul style="list-style-type: none"> 3G connectivity Assisted GPS Tri-band UMTS/HSDPA Geotagging for camera 	<ul style="list-style-type: none"> 256MB eDRAM 833MHz processor PowerVR SGX GPU Graphics 3 Megapixel camera Video capture Voice control Digital compass Oleophobic Coating 	<ul style="list-style-type: none"> 512MB eDRAM Apple A4 processor 960x640 "Retina display" Stainless steel frame Front-facing camera Video conferencing Wi-Fi 802.11 b/g/n (2.4GHz) Two microphones 3-axis gyroscope 5 Megapixel camera
Dimensions	115mm x 61mm x 11.6mm Weight: 135g	115.5mm x 62.1mm x 12.3mm Weight: 133g	115.5mm x 62.1mm x 12.3mm Weight: 135g	115.5mm x 58.66mm x 9.3mm Weight: 137g
Sales	1 million phones in 74 days	1 million phones in 3 days	1 million phones in 3 days	1.7 million phones in 3 days
Problems & Complaints	<ul style="list-style-type: none"> Many stores out of stock within an hour No 3G AT&T service speeds 	<ul style="list-style-type: none"> Activation problems: users unable to activate for hours, some even days Inventory shortages: some customers had to wait weeks for Apple to restock 	<ul style="list-style-type: none"> Overheating when using 3G and GPS simultaneously 	<ul style="list-style-type: none"> Preorders crashed Apple Store Online Signal strength reduced by holding edges of phone Yellow screen discoloration on some phones 

*Subsidized with AT&T 2-year contract
** Price later cut by \$200

Buzz/Leaks

November 2006 Digg founder Kevin Rose announces iPhone specs on Diggnation podcast (many prove to be wrong, for example, that iPhone will be available on all major carriers).

December 2006 Gizmodo runs this report: "Gizmodo Knows: iPhone Will Be Announced On Monday I guarantee it. It isn't what I expected at all. And I've already said too much."
-Brian Lam

Jan 2007 Steve Jobs officially announces the iPhone.

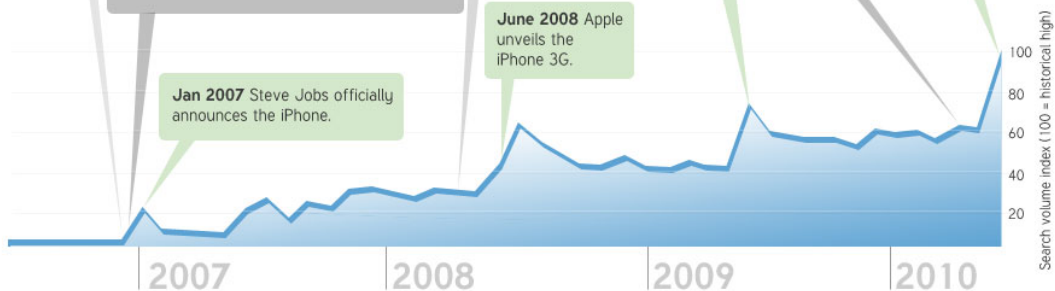
April 2008 Engadget gets details on upcoming 3G through "a trusted source." They reveal details such as GPS and thickness.

June 2008 Apple unveils the iPhone 3G.

June 2009 Apple debuts the iPhone 3GS.

April 2010 Gizmodo gets its hands on a lost iPhone 4, posts pictures and analysis, and gets on Steve Jobs' bad side, probably forever. Apple gets the phone back, but it's too late to keep the cat in the bag.

June 2010 Apple introduces iPhone 4.



(Google Insights search popularity index: iPhone)