



## Apple Announces the New iPhone 3G S - The Fastest, Most Powerful iPhone Yet

Apple Announces the New iPhone 3G S - The Fastest, Most Powerful iPhone Yet SYDNEY, Australia 9 June 2009 Apple today introduced the new iPhone 3G S, 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 3G S 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 3G S customers get access to more than 50,000 applications from Apples revolutionary App Store, the largest application store in the world where customers have already downloaded over one billion apps. iPhone 3G S offers twice the capacity with a 16GB model and a new 32GB model. iPhone 3G S 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, Apples senior vice president of World Wide Product Marketing. iPhone 3G S 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 3G S 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 3G S 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 favourite apps even longer. The new iPhone 3G S also supports 7.2 Mbps HSDPA for faster networking speeds.\*\*\*iPhone 3G S 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 3G S by simply trimming the start and stop points. With iPhone 3G S 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 3G S 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 favourite 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, Whats playing right now? iPhone 3G S 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 iPhones 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 3G S provides new accessibility features including VoiceOver, a screen reader that speaks what appears on the iPhone 3G S 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 3G S 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 3G S 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 3G S 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 3G S also features built-in Nike + iPod support making it an incredible workout companion. Users simply place the optional Nike + iPod sensor in their Nike + shoe to seamlessly connect with iPhone 3G S to track miles run or sync with the latest generation gym equipment. Pricing and Availability iPhone 3G S will be available in Australia on 26 June with pricing available at launch. iPhone OS 3.0 software will be available on 17 June 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 A\$14.95. New MobileMe features for iPhone require iPhone OS 3.0. MobileMe is available for an annual subscription price of RRP A\$119 inc GST. New MobileMe features for iPhone require iPhone OS 3.0. Details will be available at launch. iPhone 3G S will also be available in more than 80 countries in the coming weeks. For further information and availability

visit [www.apple.com/au/iphone](http://www.apple.com/au/iphone). \*MMS messaging is available only on iPhone 3G or iPhone 3G S; fees may apply. MMS may not be available in all areas. \*\*\*\*Compass reliability may be affected by usage conditions such as nearby magnetic fields. 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. Press Contacts: John Marx [Applejmarx@asia.apple.com](mailto:Applejmarx@asia.apple.com) (02) 8987 8399 Fiona Martin [Applefmartin@asia.apple.com](mailto:Applefmartin@asia.apple.com) (02) 8987 8320 Apple, the Apple logo, Mac, Mac OS, Macintosh, iPhone, MobileMe, iPod, Safari, iTunes and iPod touch are trademarks of Apple. Other company and product names may be trademarks of their respective owners.