Apple moves iPod mini worldwide availability to July

Apple has announced that it is moving the worldwide availability of iPod mini to July due to the much stronger than expected demand in the US far exceeding the total planned supply through the end of June. Apple expects to ramp up its manufacturing of the iPod mini to meet worldwide demand in the July quarter.The iPod mini is a huge hit with customers in the US and were sure it will be the same worldwide once we can ramp up our supply in the July quarter, said Tim Cook, Apples executive vice president of Worldwide Sales and Operations. The iPod mini adds further momentum to the iPod, which is already the leading digital music player in the world.The iPod mini is the worlds smallest portable music player to hold up to 1,000 CD-quality songs, and is encased in an ultra-portable, lightweight anodised aluminum body, available in five colorssilver, gold, pink, blue and green. iPod mini features the Click Wheel for effortless one-handed operation, along with the same award-winning user interface as the rest of the iPod family, and works effortlessly with Apples iTunes, the worlds number one digital music service.About AppleApple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

Contacts

John Marx
+61 2 9641 8399
mailto: jmarx@asia.apple.com