

## iPhone 3Gs Product Launch Report

### CONSUMERS SAY:

Overall positive reception. Issues with Wi-Fi module.

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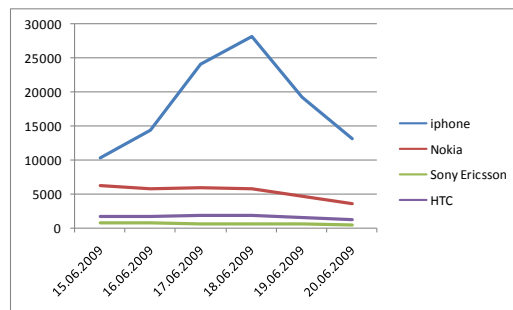
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## Apple iPhone 3GS

If there is a phone in the spotlight these days it is the new iPhone 3GS, which has stolen the show this weekend since its launch last Friday June 19<sup>th</sup>. Now 48 hours after its release, early adopters have started to share their first-hand feedback on its quality and performance. The new iPhone 3GS has been subject to over 8500 hits in discussion forums alone in the last couple of days. This is twice the volume we normally observe on a *monthly* basis for this product category.



The release of this handset as well as the iPhone 3.0 software have led to a significant increase in the overall iPhone and Apple buzz.

### Highlights

In general terms users of this handset can hardly find any faults in it. To begin with, the iPhone 3GS is all about speed, it's blazing fast opening and closing applications and browsing the net. The overall system seems to be a lot faster and smoother than the iPhone 3G released a year ago.

Users also rave over the screen, which is much brighter than that of the two previous iPhones, with warmer and

richer colors. Even if for some people the much advertised oleophobic screen is just bogus, for the majority of people the fingerprint marks are less noticeable despite the glossy surface and are easily removed.

Users of the new Apple phone are simply blown away by the excellent quality of the video recording; some people even go as far as to say it is the best they have seen in a mobile phone until now. Voice control works almost flawlessly as well, spot on most of the time. Google Maps and Digital Compass also work very well together.

### Quotes:

*The video recording works VERY well! The quality is very nice, by far the best I've personally seen on a mobile phone. It's also a snap to edit and trim the video. Really fun to use! So far for me, the video recording was worth the price of admission! (US).*

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*And all of those people said "It's not worth the upgrade," that there isn't enough of a difference from the iPhone 3G. I'm glad it's significantly faster, that's 50% of the reason I'm upgrading. The 35% for Video, 10% for better camera quality, and 5% for more SDRAM (lots of benefits). (US).*

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1. The speed is amazing, definitely a HUGE difference and makes the whole 'smartphone'/ 'computer' experience perfect
2. The oleophobic screen is a nice addition. It still gets fingerprints, but easily wipeable and not as visible.
3. Camera!!! the new 3mp is great, autofocus and macro are great!!
4. The video camera exceeds all of my expectations... like i said above, the quality is GREAT for a phone and the mic picks up the perfect amount of noise and voices.

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**@WheezingGeek on Twitter:** I took my iPhone back to apple because I thought the wifi in it was busted, it's so bad. They were nice and gave me a new phone, but same.

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5. The voice control is great too!!! Haven't had a wrong answer yet!

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### Drawbacks

No multitasking and the lack of a front camera for video calling are pointed out as two of the disadvantages people see in this phone. Also, the lack of flash in its 3MP camera is seen as a downside, despite the fact it has auto focus, which is welcomed by the public.

### Quotes:

*The 3mp camera with no flash and no front camera for video recording are pretty disappointing. But my biggest beef is no memory card slot so apple can gouge you for the 32GB iphone and no mini-usb for charging etc. means my next phone will be an android. Sorry Apple, not good enough.*

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*I am a big apple 3g fan, however it is sad to see how apple just seems to be falling behind in the tech race, a brilliant operating system yet you feel that it just not good enough, 3mp camera, no hd come guys you are using 3 year old tech.*

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In the UK, people complain over the price. The operator O2 has the exclusivity on this handset at the moment and is offering the phone at a price that doesn't seem to match up with Apple's intention of making this iPhone more affordable.

### Quotes:

*Those prices are a bit of a surprise when Apple said in the presentation that they wanted to make the iPhone more affordable!*

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*I am moaning because, at last, it has the features I want but is too bl\*\*dy expensive and I can not justify the cost.*

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### Glitches

Even at this early stage, it is possible to spot what could be the signs of the first problems with the iPhone 3GS, based on what users have observed.

There quite a few complaints about weak Wi-Fi signal. Also some users have noticed the Digital Compass does not work well when in the car.

### Quotes:

*Really, really terrific speed... The ONLY issue I'm having is my Wifi signal seems to have weakened a lot. My wifi router is in the next room (literally 10 feet away, through one wall) and I have 1 bar on the 3G S and 5 full bars on the 3G. Anyone else seeing this?*  
<http://forums.macrumors.com/showpost.php?p=7888587&postcount=236>

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*Beware!*

*WiFi reception on this phone seems to be pretty bad compared to the 3G. I have read complaints earlier in this thread, and I can see it for myself as well. Within my home, one room away from the router, I only get 1 bar of signal (as opposed to 5).*

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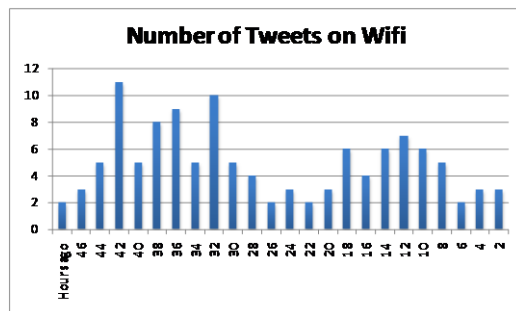
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The graph above shows the number of Tweets 48 hours back from 12 noon CET Sunday 21. June 2009 .

Some other users have also noticed a high-pitched sound right after sending an SMS or during video recordings, which makes them wonder if the new iPhone suffers from sound issues. However this high frequency noise is hardly noticeable for most people. In any case, if there is in fact a problem, it is expected to be fixed in a future software update.

In the US, several people reported they are experiencing problems when trying to activate the phone. They get a message saying it may take up to 48 hours to activate. In most cases they've had to contact AT&T to ask for help. Both AT&T and Apple's customer support have been friendly and helpful.

In Italy, some people have reported that, even if the voice control works really well recognizing names and songs commands, it does not work as good with numbers. Apparently, the phone often fails to recognize a number. This is somewhat frustrating for some people who hope to see this sorted out soon.

## Conclusions

Apple has done it again. This time by launching a phone that runs faster than the speed of light, or in the consumer's own words "fast as a rocket".

Even if the iPhone 3GS has detractors who claim Apple seem to be playing catch-up rather than innovating, for most people, especially those who have already got the phone, the improvements this new iPhone 3GS brings, above all the speed and stunning video recording are enough to justify its purchase. Most of the consumers believe that this new generation of the iPhone, with the 3.0 software and the improvements it offers compared to the previous two, iPhone 2G and 3G respectively, is now a solid contender in the market.

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