



For immediate release: Tuesday 4th October, 2011

APPLE LAUNCHES IPHONE 4S

Following the launch of the latest Apple mobile phone, the iPhone 4S, **Ernest Doku, technology expert at uSwitch.com, commented:** "After months of breathless hyperbole which saw speculation reach fever pitch, the weight of expectation on Apple's new CEO was tremendous. When Tim Cook walked on stage in California, many will have been tempted to see it as an understudy performance. Others will be bitterly disappointed that what was announced was an upgraded iPhone 4 rather than a messianic new model.

"After all, this was the stage once reigned over by Steve Jobs, the totemic former leader whose obsessive drive for perfection turned Apple and its products into global icons. But Apple is desperate to show that it is about more than one man. And while Mr Jobs' absence cast a shadow over proceedings, the gadget was supposed to be the star of the show.

"So - the iPhone 4S. The "S" might as well stand for steroids. Outside it looks the same as the iPhone 4, but inside they've fitted a chip of breathtaking speed. Powered by a new dual core processor, the 4S is said to be 7 times faster than the previous incarnation. It has better battery life and a better camera, and that extra power should help it reclaim its crown as a top gaming phone. So far, so conventional.

"But Apple's skill has never been about just doing what others do, but better. It's about doing things others have never even thought of. With the iPad they created a new device people didn't even know they wanted.

"The iPhone 4S has an "intelligent assistant" called Siri, which is voice activated. Users will be able to talk to their phones, not just on their phones. A phone which talks to you and answers your questions? That's the iPhone 4S. Slightly disappointing from a hardware standpoint, but Siri has the potential to revolutionise how we use our mobiles.

"Apple is gambling that people will see this as a reinvention of the wheel. And it is hedging its

bets by reducing the price of earlier models - the 3GS and 4 - to the level of its Android rivals. The simple fact that what was announced was not called an iPhone 5 will leave many feeling rather empty. With its competitors snapping at its heels, Apple is placing a lot of faith in young Siri."

For more information visit www.uswitch.com or call 0800 093 0607

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