

Apple to unveil next-generation iPhone software

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A person uses an iPhone. Apple plans to give the world a peek next week at its next-generation operating system for iPhones.

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Apple on Thursday invited news reporters to a "town hall" event at its headquarters in Cupertino, California, and promised a "sneak peek" at the upcoming [iPhone 3.0 operating system](#).

The maker of iPhones, [iPods](#), and [Macintosh](#) computers said the event will center on a new [software developers kit](#) for its popular multi-purpose [mobile devices](#).

More than 500 million applications for the [Apple](#) iPhone have been

downloaded from the company's online App Store since it opened in July of last year.

A study released in February, however, indicates that users quickly lose interest in those applications.

The study by Pinch Media found that fewer than five percent of iPhone users are still actively using an application a month after downloading it.

Apple iPhone users lose interest in free programs slightly faster than in paid ones, said Pinch Media, a company which offers advice to developers of applications for the hot-selling smartphone.

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