Apple says Lion software downloads top 1 mln

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Craig Federighi, Senior vice president of Mac software engineering, seen here demonstrating some features of the next generation operating system Lion during the Apple Worldwide Developers Conference at the Moscone Center in San Francisco, in June. Lion OS was released on Wednesday and it has been downloaded more than a million times in the first 24 hours since its launch.

Apple announced that the new version of its Macintosh computer operating system was downloaded more than a million times in the 24 hours after it launched.

Apple on Wednesday unleashed its new Lion software, which boasts more than 250 added features including handling multi-touch controls.

"Lion is off to a great start, user reviews and industry reaction have been

fantastic," Apple [senior vice president](#) of worldwide product marketing Philip Schiller said in a statement.

"Lion is a huge step forward, it's not only packed with innovative features but it's incredibly easy for users to update their Macs to the best OS we've ever made."

Sales of Macintosh computers dramatically outpaced the overall market in the recently-ended quarter and Lion is expected to further ramp up interest in Apple products.

Lion will be pre-installed on new Macintosh computers and is available for download as an update from the Mac App Store for $30.

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