

Apple begins event where new iPhone expected

October 4 2011, By RACHEL METZ and JORDAN ROBERTSON , AP Technology Writers

(AP) -- An Apple event has started during which the company is expected to unveil a new iPhone. It's the first major product event in years that Steve Jobs isn't presiding over.

This time, new Apple Inc. CEO [Tim Cook](#) is leading the show. Jobs, who has been battling health problems, resigned from the CEO post in August and is now executive chairman. Cook has been in charge of day-to-day operations for years, but isn't as recognizable as Jobs.

Cook opened by calling his nearly 14-year tenure at Apple "the privilege of a lifetime." He added, "I'm very excited about this new role."

He announced the opening of two new [Apple stores](#) last weekend in Hong Kong and Shanghai. That brings the total to 357 stores in 11 countries.

The event was taking place in Apple's Town Hall room, where the first iPod was launched a decade ago. The iPhone came six years later and has gained millions of fans, thanks to its slick looks, high-resolution screen and intuitive software.

The new [iPhone](#) is expected to have a number of changes, including Apple's latest [mobile software](#), a faster processor, a better camera and improved email and Web-browsing capabilities.

"Today will remind you of the uniqueness of this company as we announce innovations from our mobile operating system to applications to services to hardware and more importantly, the integration of all of these into a powerful yet simple and integrated experience," Cook said before unveiling details about the new products.

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