

T-Mobile launches campaign to lure iPhone users

September 10 2012, by Peter Svensson

(AP)—T-Mobile USA, the only "Big 4" phone company that doesn't sell the iPhone, now wants to snag used ones from AT&T.

Starting Wednesday, when Apple is expected to reveal a new iPhone model, [T-Mobile](#) will start advertising that AT&T [iPhone](#) owners who are out of contract can switch to T-Mobile.

This has been possible for years, but iPhones on T-Mobile's [network](#) suffer a big penalty in terms of data speeds.

Now, T-Mobile is reshuffling the frequencies on its network, which will let it match or even exceed AT&T's data speeds on iPhones. For now, that will only be evident in a few spots, scattered around in cities like New York, Seattle and Las Vegas.

Verizon and Sprint iPhones don't work on T-Mobile's network.

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