

Apple sets iPhone launch for 50 new markets

October 9 2013



A man looks at the new iPhone 5C at the Apple Store in Glendale, California, September 20, 2013

Apple's new iPhone models, coming off record opening sales, will be launched in more than 50 new markets by November 1, including Russia, Spain and Italy, the company said Wednesday.

The iPhone 5S and 5C will go on sale in 35 additional markets starting October 25 and another 16 on November 1, an Apple statement said.

Apple launched the new handsets last month in the United States, China and a handful of other markets, and reported nine million sold in the first three days, in the biggest iPhone launch in the company's history.

The new devices, including the lower-cost iPhone 5C, are aimed at helping Apple reverse market share losses against smartphones using the Google Android [operating system](#), which hold about three-fourths of the market.

The new iPhones will be launched October 25 in Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, French West Indies, Greece, Hungary, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macau, Malta, Netherlands, New Zealand, Norway, Poland, Portugal, Reunion Island, Romania, Russia, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan and Thailand.

A November 1 launch has been set for Albania, Armenia, Bahrain, Colombia, El Salvador, Guam, Guatemala, India, Macedonia, Malaysia, Mexico, Moldova, Montenegro, Saudi Arabia, Turkey and the United Arab Emirates.

The new phones went on sale last month in the United States, Britain, Australia, Canada, China, France, Germany, Hong Kong, Japan, Puerto Rico and Singapore.

Apple said last month that more than 200 million of its smartphones and tablets are now running the redesigned operating system iOS 7, "making it the fastest software upgrade in history."

The new operating system has a bolder look, and includes the free iTunes Radio launched by Apple. It is a free upgrade for a number of iPhones and iPads sold in the past couple of years.

© 2013 AFP

Citation: Apple sets iPhone launch for 50 new markets (2013, October 9) retrieved 4 February 2023 from <https://phys.org/news/2013-10-apple-iphone.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.