

Big new iPhone brings Apple more profit

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In this Sept. 19, 2014 file photo, John Mihalkovic, of Virginia Beach, Va., shows off his newly purchased iPhone 6 Plus outside the Apple store at Lynnhaven Mall in Virginia Beach. Apple's biggest new iPhone is selling for \$100 more than its other new model, for a screen that is eight tenths of an inch larger. But a new report says it only costs Apples \$15.50 more for the materials and manufacturing costs. (AP Photo/The Virginian-Pilot, The' N. Pham, File) MAGS OUT

Apple's largest iPhone is selling for \$100 more than its other new model, but a new report says it costs Apple only \$15.50 more to make the more expensive version.

Since Friday, Apple has sold more than 10 million of the new iPhone 6 and iPhone 6 Plus. Analysts say consumers like the new, bigger screens. The Plus has a 5.5-inch screen, as measured diagonally, while the regular iPhone 6 is at 4.7 inches.

A report from IHS Technology says Apple will make more profit on the Plus version. The full, no-contract price for the 16-gigabyte iPhone 6 is \$650. IHS estimates it costs Apple around \$200 for materials and manufacturing. The iPhone 6 Plus retails for \$750, but IHS says it costs Apple around \$215.50.

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