

# Swisscom meets just 10 pct of iPhone 4 demand

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Apple chief executive Steve Jobs speaks at a July 16 press conference at Apple's headquarters in Cupertino, California on iPhone 4 reception problems. Top Swiss telecoms operator Swisscom says it has only met 10 percent of demand for the iPhone 4 since the product's troubled global launch.

Top Swiss telecoms operator Swisscom has only met 10 percent of demand for the Apple iPhone 4 since its troubled global launch, company chief Carsten Schloter said in a newspaper interview published on Sunday.

Asked how many of the new smartphones he had sold, Schloter told *Sonntagszeitung*: "About ten percent of the volume that we could move."

Apple has sold more than three million of the advanced [smartphone](#) since it was launched a month ago in the United States and other top markets.

Sales expanded on July 30 to 17 countries on three continents, including Switzerland, but many customers left empty-handed, frustrating scores of people who even queued up outside shops for hours.

Swisscom was sold out within an hour of shops opening on launch day.

With a ratio of 10 to one in unsatisfied demand, Schloter warned that [Apple](#) should not lose touch with its customers and should have allowed them to make advance orders.

"That really leaves customers frustrated. Many of them have known for six weeks that they wanted a new [iPhone](#)," Swisscom's chief executive said.

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