



MacRumors iPhone Blog

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MacRumors: More Claims of Multitasking in iPhone OS 4.0

AppleInsider reports that it has received information from sources claiming that iPhone OS 4.0, likely scheduled for release later this year alongside new handset models, will support multitasking by allo...

MacRumors: Apple Cracking Down on "Cookie Cutter" App Store Applications?

TechCrunch discusses a picture that is being pieced together from reports from App Store developers suggesting that Apple is looking to crack down on "cookie cutter" iPhone applications that offer little...

'Layar Reality Browser' Returns to App Store

Augmented reality firm Layar today announced that its iPhone application Layar Reality Browser has reappeared in the App Store after a several-month absence. The much-anticipated application capable of utilizing the camera, GPS, and digital ...

China Unicom Continues Talking Up Wi-Fi iPhone

PCWorld reports that China Unicom has officially acknowledged that it is in discussions with Apple to offer a Wi-Fi capable iPhone in that country.

"I know that in the market there is hope we will offer an iPhone with Wi-Fi," ...

MacRumors: AT&T CEO Randall Stephenson Speaks About iPhone and iPad

The Wall Street Journal reports (subscription required) on comments made today by AT&T CEO Randall Stephenson at an investor conference in which he noted that he expects Apple's iPhone to be an important ...

'MLB.com At Bat 2010' Hits the App Store

Macworld reports that MLB.com At Bat 2010 has arrived in the App Store, offering baseball fans even more coverage of the upcoming season's games. As with last year's version, users can listen live to every regular season and postseason game ...

MacRumors: Apple Building Up Team for Mobile Advertising

Silicon Alley Insider reports on an Apple job posting published last month for a position dedicated to "next generation mobile advertising". The manager position involves oversight of a team of Apple developers leveraging frameworks in the i...

TomTom for iPhone Set to Gain Real-Time Traffic Updates, Local Search

MobileCrunch reports that TomTom has issued a press release announcing the submission of Version 1.3 of its iPhone application to Apple for inclusion in the App Store. The updated version will bring real-time traffic updates and local search...

MacRumors: Apple Files Lawsuit Against HTC Over Alleged iPhone Patent Infringement

Apple today announced that it has filed suit against handset manufacturer HTC regarding alleged infringement of 20 iPhone-related patents. The patents cover such aspects as the user interface, architectu...

MacRumors: Netflix Surveying Users Regarding Interest in iPhone Streaming via Wi-Fi

HackingNetflix reports (via TechCrunch) that DVD rental and streaming service Netflix has issued a survey to some of its users including a question asking about their interest in using a Netflix iPhone application to watch streamed video offe...

MacRumors: Analyst Predicts Next-Generation iPhone Will Offer Lower Total Cost of Ownership

Fortune reports on a new research note from prominent Morgan Stanley analyst Katy Huberty citing strong sales of Apple's iPad and the potential for increased growth in the iPhone segment from new models she predicts will carry lower total cos...

MacRumors: Survey Reveals Application Usage and Demographic Data on iPhone and iPod Touch Users

Mobile advertising firm AdMob today released its January 2010 Mobile Metrics Report, revealing some interesting data about application usage and demographics for iPhone and iPod touch users, as well as users of Android and webOS handsets.

MacRumors: Apple Patent Application Details iPhone Control Via Finger Swipes Over Camera

Patently Apple points to another interesting patent application from Apple filed in August 2008 and published this morning detailing means of controlling an iPhone or other handheld device by swiping one's finger across the camera lens. Most...

MacRumors: Apple Adds 'Explicit' Category for New App Store Submissions [Updated]

Just days after Apple removed over 5000 "overtly sexual" applications from the App Store, the company appears to have taken a curious turn that could result in the reinstatement of many of these applications.

Cult of Mac reports and Ma...

MacRumors: AT&T Tops 3G Wireless Performance Study

PCWorld reports on the results of its recent 13-city performance tests of wireless carriers in the United States, and Apple's iPhone partner AT&T came out well ahead of the pack in both upload and download speeds while also faring well in reliability...

Fidelity Introduces Mobile Trading App for iPhone

Fidelity Investments today announced the release of a new, free iPhone application allowing brokerage customers to monitor their portfolios and execute trades directly from their iPhone or iPod touch.

"At Fidelity, we recogniz...

MacRumors: Gartner: iPhone Sales Double in 2009 as Apple Claims Third Place in Smartphone Sales

Earlier this month, research firm IDC released sales figures for 2009 showing Apple holding 14.4% of the smartphone market for the year on nearly 82% sales growth over 2008, with the company grabbing third place among smartphone vendors behind Nokia ...

One More New iPhone Ad: 'Family Travel'

Just a day after Apple released a pair of new iPhone commercials, a third ad entitled 'Family Travel' has begun airing on television and been posted to the company's ad gallery.

Although the new ad returns to Apple's common the...

iPhone Game Developer Ngmoco Acquires Freeverse

TechCrunch reports that iPhone game developer has secured \$25 million more in venture capital funding and has also acquired Freeverse for an unspecified price.

Freeverse began as a Mac shareware company in 1994 and has since ex...

New iPhone Ads: 'On Hold' and 'First Steps'

Apple has posted two new iPhone ads on their website.

- First Steps - a woman narrator discusses how she used her iPhone to capture video of her child's first steps and shared them with her family.
- On Hold - the narra...



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