

1 KIRTLAND & PACKARD LLP  
Michael Louis Kelly - State Bar No. 82063  
2 Behram V. Parekh - State Bar No. 180361  
Heather M. Peterson - State Bar No. 261303  
3 [mlk@kirtlandpackard.com](mailto:mlk@kirtlandpackard.com)  
[bvp@kirtlandpackard.com](mailto:bvp@kirtlandpackard.com)  
4 [hmp@kirtlandpackard.com](mailto:hmp@kirtlandpackard.com)  
2361 Rosecrans Avenue, Fourth Floor  
5 El Segundo, California 90245  
Telephone: (310) 536-1000  
6 Facsimile: (310) 536-1001

7 *Counsel for Plaintiff Christopher Bensberg,*  
*on behalf of himself and all others similarly situated*  
8

9 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**  
**COUNTY OF ORANGE**

11 CHRISTOPHER BENSBERG on behalf of  
12 himself and all others similarly situated,

13 Plaintiff,

14 v.

16 APPLE INC., AT&T MOBILITY LLC, and  
DOES 1 - 100, inclusive,

17 Defendants.  
18  
19  
20  
21  
22  
23  
24

) Case No.

) **CLASS ACTION**

) **COMPLAINT FOR:**

) **1. VIOLATION OF CALIFORNIA'S**  
) **CONSUMER LEGAL REMEDIES**  
) **ACT ("CLRA"), Civil Code §1750 *et***  
) ***seq.*;**

) **2. VIOLATION OF CALIFORNIA'S**  
) **UNFAIR COMPETITION LAWS**  
) **("UCL"); Bus. & Prof. Code §17200 *et***  
) ***seq.*;**

) **3. VIOLATION OF THE FALSE**  
) **ADVERTISING LAWS ("UCL");**  
) **Bus. & Prof. Code §17500 *et seq.*;**

) **4. BREACH OF IMPLIED**  
) **WARRANTY**

) **5. BREACH OF WARRANTY**  
) **(SONG-BEVERLY ACT), Civil Code**  
) **§1790 *et seq.*;**

25 ) **DEMAND FOR JURY TRIAL**  
26  
27  
28

1 COMES NOW plaintiff Christopher Bensberg, on behalf of himself and all others similarly  
2 situated, and brings this action against Defendants Apple Inc., AT&T Mobility LLC, and Does 1 -  
3 100 inclusive, and alleges on information and belief through investigation of counsel (except for  
4 those allegations pertaining directly to Plaintiff himself) as follows:

5  
6 **PARTIES**

7 1. Plaintiff Christopher Bensberg (“Plaintiff”) is an individual residing at all times  
8 mentioned herein in the County of Orange, State of California.

9 2. Defendant Apple Inc. (“Apple”) is a California corporation with its headquarters  
10 and principle place of business in Cupertino, California.

11 3. Defendant AT&T Mobility LLC (“AT&T”) is a Delaware corporation with its  
12 principle place of business in Atlanta, Georgia. AT&T maintains extensive contacts with the State  
13 of California, including significant business operations in the billions of dollars, tens of thousands  
14 of employees, and hundreds of retail stores.

15 4. The true names and capacities, whether individual, corporate, associate,  
16 representative or otherwise, of the Defendants identified herein as Does 1 - 100 inclusive are  
17 unknown to Plaintiff, who therefore sues these Defendants by said fictitious names. Plaintiff will  
18 amend this complaint to allege the true names and capacities of Does 1 - 100 when they have been  
19 ascertained. Does 1 -100 are in some manner legally responsible for the wrongs and injuries  
20 alleged in this complaint. Apple, AT&T, and Does 1 - 100 are collectively referred to herein as  
21 “Defendants.”

22 5. The acts alleged in this complaint that have been committed by Defendants were  
23 authorized, ordered or done by their officers, agents, employees or representatives while actively  
24 engaged in the management of the Defendants’ businesses.

25  
26 **JURISDICTION VENUE**

27 6. This action asserts claims under the California Legal Remedies Act, Civil Code §§  
28 1750 *et seq.*, the California Unfair Competition Laws, Bus. & Prof. Code §§ 17200 *et seq.*, the

1 California False Advertising Act, Bus. & Prof. Code §§ 17500 *et seq.*, the Magnuson-Moss  
2 Consumer Warranty Act, 15 U.S.C. §§ 2301 *et seq.*, the California Song-Beverly Consumer  
3 Warranty Act, Civil Code §§ 1750 *et seq.*, and similar common and statutory law in effect  
4 nationwide. This Court has jurisdiction over this action under Article 6 of the California  
5 Constitution and the California Code of Civil Procedure § 410.10.

6 7. This Court has jurisdiction over Apple because Apple is a California corporation  
7 with its principle place of business in the state. As such, the State of California has a paramount  
8 interest in preventing the unlawful, unfair and fraudulent conduct and/or deceptive practices as  
9 alleged herein from occurring in and/or emanating from California.

10 8. This Court has jurisdiction over AT&T because even though AT&T is a Delaware  
11 corporation headquartered in Georgia, it conducts substantial business in California, and the  
12 conduct alleged herein, namely, the advertising and sale of the iPhone 4, occurred in and/or  
13 emanated from California due to AT&T's contracts with Apple. Further, the State of California  
14 has a paramount interest in preventing the unlawful, unfair and fraudulent conduct and/or  
15 deceptive practices as alleged herein from occurring in and/or emanating from California.

16 9. Venue is proper in this Court under the Consumer Legal Remedies Act, Civil Code  
17 § 1780 (d) because, among other things, some of the common acts and transactions described  
18 herein occurred within the County, and Defendants all conduct substantial business within the  
19 County.

20 **FACTUAL ALLEGATIONS**

21 10. This action concerns the purchase by Plaintiff of an iPhone 4 manufactured by  
22 Apple, and sold at retail through Apple, AT&T, and a limited number of other retailers. The  
23 iPhone 4 is available in the United States exclusively for use with an AT&T cellular service  
24 account. The iPhone 4 sold in the United States is locked to AT&T as a carrier and cannot be  
25 used with any other cellular service provider.

26 11. Apple announced the iPhone 4 at its Word Wide Developers Conference  
27 (“WWDC”) on June 7, 2010 during the keynote address by Apple’s CEO, Steve Jobs (“Jobs”).

28

1           12.     One of the key points emphasized by Jobs was the new design of the iPhone 4,  
2 along with the “brilliant engineering” of its antenna system and its “extraordinary build quality.”

3           13.     More specifically, Jobs stated the following regarding the antenna system during  
4 the keynote:

5           Now, because there have been a few photos around, people have asked, what’s  
6 this? What are these lines? These don’t seem like Apple. Well, it turns out, there’s  
7 not just one of them, there’s three of them. And they are part of the structure of the  
8 phone — the stainless steel band is the structure of the phone. These is some  
9 brilliant engineering — we use that stainless steel band as part of the antenna  
10 system. It’s got integrated antennas right in the structure of the phone — it’s never  
11 been done before and it’s really cool engineering. Stainless steel for strength.

12          Glass on the front and back. Integrated antennas, and extraordinary build quality.

13          14.     The reality is, however, that this “brilliant” antenna system suffers from a  
14 significant defect.

15          15.     Plaintiff purchased iPhone 4 on the date of its release.

16          16.     After using the iPhone 4, Plaintiff realized that the product was in fact defective  
17 and Apple has now acknowledged this defect. As is now being reported on various internet  
18 websites and blogs, when the iPhone 4 is held in a normal grip using the left hand, the phone  
19 suffers significant cellular signal degradation. Some reports have attributed this to the “line” on  
20 the left side of the phone separating the WiFi and Cellular antennas being shorted by being in  
21 contact with the user’s skin, although this explanation has not been confirmed by Apple. (See  
22 Exhibit A attached hereto)

23          17.     Although this is a significant defect, leading to a degradation and loss of the iPhone  
24 4’s primary functionality, namely, use as a cellular telephone, according to internet reports when a  
25 user e-mailed Jobs asking “What’s going to be done about the signal dropping issue. Is it software  
26 or hardware?” Jobs wrote back stating “Non issue. Just avoid holding it in that way.” (See Ex. A)

27          18.     The same internet reports state that using with iPhone 4 in conjunction with  
28 Apple’s “bumper,” which is sold separately for \$29, completely eliminates this issue. (See Ex. A).



1 (2) Nationwide Class: The class that Plaintiff seeks to represent (“the Nationwide  
2 Class”) is defined to include all persons who purchased an iPhone 4 in the United  
3 States. Excluded from the class are Defendants, any parent, subsidiary, affiliate, or  
4 controlled person of Defendants, as well as the officers and directors of  
5 Defendants, and the immediate family member of any such person. Also excluded  
6 is any judge who may preside over this case, and such judge’s immediate family  
7 and courtroom staff.

8 23. This action has been brought and may be properly maintained as a class action  
9 pursuant to the provisions of California Code of Civil Procedure, California Civil Code, California  
10 Rules of Court, and case law thereunder, to which the California trial courts have been directed by  
11 the California Supreme Court for guidance.

12 24. Numerosity of the Class: Members of the Class are so numerous that their  
13 individual joinder is impracticable. Plaintiff estimates there are, at the very least, tens of  
14 thousands of class members. The precise number of class members and their addresses are  
15 unknown to Plaintiff, but can be obtained from the Defendants’ records. Class members may be  
16 notified of the pendency of this action by first-class or electronic mail, supplemented (if necessary  
17 or appropriate by the Court) by published notice.

18 25. Existence of Substantial Similarity or Predominance of Common Questions of  
19 Fact and Law: Common questions of law and fact exist as to all members of the Class. The  
20 questions are substantially similar or predominate over any questions affecting only individual  
21 class members. These common legal and factual questions include but are not limited to:

- 22 (a) Whether Defendants had a duty disclose the product defect;  
23 (b) Whether representations made by Defendants were false or had a tendency to  
24 deceive;  
25 (c) Whether the product is, indeed, defective;  
26 (d) Whether Defendants’ conduct violates the CLRA or other laws;  
27 (e) Whether Defendants’ conduct is “unfair” under Section 17200;  
28 (f) Whether Defendants’ advertising is misleading;

1 (g) Whether Defendants breached their implied warranty;

2 (h) Whether Defendants' knew of the product's defect at the time it advertised and  
3 sold the product;

4 (i) Whether Defendants violated the Song-Beverly Act;

5 (j) Whether, as a result of Defendants' misconduct, Plaintiff and the Class are  
6 entitled to damages, restitution, equitable relief and other relief, and the amount  
7 and nature of such relief.

8 26. **Typicality:** Plaintiff's claims are typical of the claims of the members of the Class  
9 because Plaintiff purchased a produce which did not function as advertised nor as reasonably  
10 expected by Plaintiff. Plaintiff and the Class members sustained the same types of damages and  
11 losses.

12 27. **Adequacy:** Plaintiff is an adequate representative of the Class because his interests  
13 do not conflict with the interests of the members of the Class Plaintiff seeks to represent. Plaintiff  
14 has retained counsel competent and experienced in complex class action litigation and Plaintiff  
15 intends to prosecute the action vigorously. The interests of members of the Class will be fairly  
16 and adequately protected by Plaintiff and his counsel.

17 28. **Superiority and Substantial Benefit:** The class action is superior to other  
18 available means for the fair and efficient adjudication of Plaintiff's and Class members' claims.  
19 The damages suffered by each individual Class member may be limited. Damages of such  
20 magnitude are small given the burden and expense of individual prosecution of the litigation  
21 necessitated by Defendants' conduct. Further, it would be virtually impossible for the members of  
22 the Class individually to redress the wrongs done to them. Even if members of the Class  
23 themselves could afford such individual litigation, the court system could not. Individualized  
24 litigation increases the delay and expense to all parties and the court system. By contrast, the class  
25 action device presents far fewer management difficulties, and provides the benefits of a single  
26 adjudication, economy of scale, and comprehensive supervision by a single court.

27  
28



- 1 c. in violation of Civil Code §§ 1770(a)(7), Defendants have represented that
- 2 the products offered on their websites are of a particular standard when they
- 3 actually are not;
- 4 d. in violation of Civil Code §§ 1770(a)(9), Defendants have advertised its
- 5 products offered on their websites with the intent not to sell them as
- 6 advertised;
- 7 e. in violation of Civil Code §§ 1770(a)(14), Defendants have represented that
- 8 a transaction to purchase one of their products offered on its website
- 9 involves certain rights, remedies, or obligations when in fact, it does not, or
- 10 it is prohibited by law; and
- 11 f. in violation of Civil Code §§ 1770(a)(16), Defendants have represented that
- 12 the subject of a transaction to purchase one of its products offered for sale
- 13 has been supplied in accordance with a previous representation when it has
- 14 not.

15 32. Plaintiff and the members of the Class risk irreparable injury as a result of the  
16 Defendants' acts and omissions in violation of the CLRA and these violations present a continuing  
17 risk to the class and members of the public.

18 33. Pursuant to Section 1782 of the CLRA, Plaintiff intends to notify Defendants in  
19 writing of the particular violations of Section 1770 of the CLRA (the "Notice Letter"). If  
20 Defendants fail to comply with Plaintiff's demands within thirty days of receipt of the Notice  
21 Letter, pursuant to Section 1782 of the CLRA, Plaintiff will amend this Complaint to further  
22 request damages under the CLRA.

23 34. Plaintiff has suffered economic damage as a result of Defendants' violations of  
24 *Civil Code* § 1770.

25 //

26 //

27 //

28

1 **SECOND CAUSE OF ACTION**

2 **AGAINST ALL DEFENDANTS:**

3 **VIOLATION OF THE UNFAIR COMPETITION LAWS**

4 35. Plaintiff hereby incorporates, as if set forth in full, each and every preceding and  
5 subsequent allegation in this complaint.

6 36. California *Business and Professions Code* § 17200 *et seq.*, also known as the  
7 California Unfair Competition Law (“UCL”), prohibits acts of “unfair competition,” including any  
8 unlawful, unfair, fraudulent or deceptive business act or practice as well as “unfair, deceptive,  
9 untrue or misleading advertising.” Defendants violated Section 17200 *et seq.* by representing on  
10 its website that the product being purchased was

11 37. As a direct and proximate result of Defendants’ illegal business practices, Plaintiff  
12 and the members of the Class have suffered injury and have lost money or property.

13 38. The illegal business practices described herein present a continuing threat to  
14 Plaintiff, the Class and members of the public in that Defendants persist and continue to engage in  
15 these practices, and will not cease doing so unless and until forced to do so by this Court.  
16 Defendants’ conduct will continue to cause irreparable injury to Plaintiff and the Class unless  
17 enjoined or restrained.

18  
19 **THIRD CAUSE OF ACTION**

20 **AGAINST ALL DEFENDANTS:**

21 **VIOLATION OF THE FALSE ADVERTISING LAWS**

22 39. Plaintiff hereby incorporates, as if set forth in full, each and every preceding and  
23 subsequent allegation in this complaint.

24 40. *Business and Professions Code* § 17500 provides that “[i]t is unlawful for any ...  
25 corporation ... with intent ... to dispose of ... personal property ... to induce the public to enter into  
26 any obligation relating thereto, to make or disseminate or cause to be made or disseminated ...  
27 from this state before the public in any state, in any newspaper or other publication, or any  
28 advertising device, or by public outcry or proclamation, or in any other manner or means

1 whatever, including over the Internet, any statement ... which is untrue or misleading, and which is  
2 known, or which by the exercise of reasonable care should be known, to be untrue or  
3 misleading....”

4 41. As a direct and proximate result of Defendants’ misleading advertising, Plaintiffs  
5 and the members of the Class have suffered injury in fact and have lost money or property.

6 42. The misleading advertising described herein presents a continuing threat to  
7 Plaintiff and the Class in that Defendants persist and continue to engage in these practices, and  
8 will not cease doing so unless and until forced to do so by this Court. Defendants’ conduct will  
9 continue to cause irreparable injury to Plaintiff and the class unless enjoined or restrained.

10

11 **FOURTH CAUSE OF ACTION**  
12 **AGAINST ALL DEFENDANTS:**  
13 **BREACH OF IMPLIED WARRANTY**

14 43. Plaintiff hereby incorporates, as if set forth in full, each and every preceding and  
15 subsequent allegation in this complaint.

16 44. Defendants impliedly warrant that the products being sold will function properly  
17 for its intended purpose, mainly, for use as a cellular telephone.

18 45. Defendants breached this implied warranty when Defendants manufactured and  
19 sold to the public a cellular telephone which experiences significantly degraded signal strength  
20 when being held normally and without a “bumper.”

21 46. This implied warranty was also breached by Defendants because they failed to  
22 warn customers in any way that such behavior could occur and that Plaintiff and the members of  
23 the putative class would be required to buy additional products, such as the “bumper,” in order to  
24 cure such defect.

25 47. Plaintiff, and every member of the classes alleged herein, have been similarly  
26 damaged as a result of this breach of warranty.

27 //

28 //

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

**FIFTH CAUSE OF ACTION**  
**AGAINST ALL DEFENDANTS:**  
**BREACH OF THE SONG-BEVERLY ACT**

48. Plaintiff hereby incorporates, as if set forth in full, each and every preceding and subsequent allegation in this complaint.

49. The Song-Beverly Act, California Civil Code § 1790 *et seq.* applies to consumer goods for which there is an express warranty.

50. Defendants’ statements made in ths advertising, marketing, and sales of their products, and by operation of law, constitute implied warranties that such items are merchantable and fit for their intended purpose.

51. Defendants breached these express and implied warranties by selling products which were defective for their intended purpose and required the subsequent purchase of an additional product, such as a “bumper,” to make them fit for their intended purpose..

52. Further, Defendants have breached their express and implied warranties by refusing to correct or repair the defects on products they manufactured or sold.

53. As a result of Defendants’ breach of warranties as set forth above, Plaintiff and members of the class have suffered damages in an amount to be determined at trial, including but not limited to the cost of having to purchase a “bumper” or similar product.

54. Pursuant to the provisions of California Civil Code § 1794, Plaintiff and the Class are entitled to damages plus interest thereon, rescision, restitution and other legal and appropriate equitable relief, including an order enjoining Defendants from the unlawful practices described herein, as well as recovery of attorneys’ fees and costs of litigation.

**PRAYER FOR RELIEF**

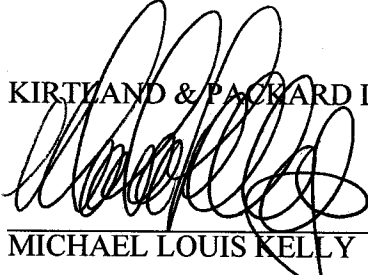
WHEREFORE, on behalf of himself and all others similarly situated, Plaintiff prays for the following relief:

1. An order certifying this action as a Plaintiff class action, as set forth herein above;
2. For compensatory damages as permitted by law;
3. For restitution;

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

4. For preliminary and permanent injunctive relief prohibiting Defendants from continuing the wrongful practices alleged in the complaint;
5. For preliminary and permanent injunctive relief requiring Defendants to repair and/or replace the products;
6. For costs and attorneys' fees as permitted by law;
7. For such other and further relief as the Court may deem proper.

DATED: June 25, 2010

KIRTLAND & PACKARD LLP  
  
By: MICHAEL LOUIS KELLY

*Counsel for Plaintiff and all others similarly situated*

**DEMAND FOR JURY TRIAL**

Plaintiff hereby demands a trial by jury for all causes of actions so triable.

DATED: June 25, 2010

KIRTLAND & PACKARD LLP

By:

  
MICHAEL LOUIS KELLY

*Counsel for Plaintiff and all others similarly situated*

LAW OFFICES  
KIRTLAND & PACKARD LLP

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

# **EXHIBIT A**

# Jobs on iPhone 4 antenna: "avoid holding it in this way"

By [Chris Foresman](#) | Last updated about 14 hours ago

Earlier we reported on the widely experienced phenomenon of the iPhone 4 dropping 3G signal when [gripped in the left hand](#). The problem is caused when the skin bridges the left and bottom antennas that also happen to be the device's stainless steel outer bezel. We asked Apple if it was aware of the issue, and on a lark copied CEO Steve Jobs since the flaw [contradicted his statements](#) about the "brilliant" antenna design during WWDC.

Jobs responded to our question this evening, in his usual terse manner. "All phones have sensitive areas," Jobs wrote. "Just avoid holding it in this way."

TUAW reader Craig Brockman was able to get [a more detailed response](#), which Engadget [reports](#) is Apple's official statement on the issue: "Gripping any phone will result in some attenuation of its antenna performance, with certain places being worse than others depending on the placement of the antennas. This is a fact of life for every wireless phone," Jobs wrote. "If you ever experience this on your iPhone 4, avoid gripping it in the lower left corner in a way that covers both sides of the black strip in the metal band, or simply use one of many available cases."

So, it appears that our worry that Apple's iPhone 4 bumpers would be a recommended fix was founded after all.

What Jobs and Apple are saying about all phones being affected by this issue is true to some degree. Your hand can attenuate the signal to any radio antenna—try playing with the antenna of a portable AM/FM radio, for instance. Spencer Webb, an antenna engineer with Antennasys Inc, [explained in a blog post](#) that the placement of antennas in mobile devices is predicated partly on FCC and carrier testing requirements, so Apple's design isn't entirely out of the ordinary. Issues of signal degradation similar to that of the iPhone 4 have also been reported with the iPhone [3G](#) and [3GS](#), as well as Google's [Nexus 1](#).

One inconsistency is that numerous examples of using the iPhone 4, including Jobs' own WWDC demo, have shown users gripping the iPhone 4 [in the exact manner that triggers the issue](#). Macintouch reader Saam G said that Apple Support [confirmed the issue](#), blaming "a missing protective coating on some of the parts," so there may be more to this issue than what Jobs is admitting.

Available on the iPad

# Apple Says to Hold iPhone 4 Differently to Fix Signal

June 25, 2010, 1:14 PM EDT

(Adds user's comment in sixth paragraph.)

By Adam Satariano and Crayton Harrison

June 25 (Bloomberg) -- Apple Inc. responded to complaints about reception on its new iPhone 4 by telling customers they should hold the device differently.

"Gripping any mobile phone will result in some attenuation of its antenna performance, with certain places being worse than others depending on the placement of the antennas," Apple said today in an e-mailed statement. "If you ever experience this on your iPhone 4, avoid gripping it in the lower left corner in a way that covers both sides of the black strip in the metal band, or simply use one of many available cases."

Yesterday's introduction of the iPhone 4 was marred by criticism that signal strength diminishes when users cover the bottom-left corners with their palms. The iPhone, which first debuted in 2007, has become Apple's top-selling product. It accounted for 40 percent of sales last quarter.

Chief Executive Officer Steve Jobs added a high-definition video camera, multitasking and video calling to the iPhone 4 to fend off competition from phones running Google Inc.'s Android operating system. It also has a stainless-steel band that's designed to improve network reception.

Customers have posted videos on the Internet demonstrating trouble with the iPhone 4's new antenna. Users experiencing the problem expressed disappointment with Apple's response.

'Really Awful'

"I'm an Apple person going back a long time and have spent a small fortune on Apple stuff over the last few years," said Patrick Coleman, 58, a senior systems administrator from Rockville, Maryland, who purchased two iPhone 4s. "It's really awful when Jobs has this kind of attitude."

Shaw Wu, an analyst at Kaufman Bros. LP in San Francisco, doesn't expect the antenna problem to lead to a product recall.

"Most users have a case anyway to protect their iPhone," he said in a report. He recommends buying Apple stock. "In the worst case, Apple provides a discount on the \$29 iPhone 4 bumper case or includes one for free with an iPhone 4 purchase. Either way, we do not think this would have a material impact on our forecasts."

David Carey, vice president of technical intelligence at UBM TechInsights, an Austin, Texas-based company that studies the engineering of electronic devices, said it's not clear whether the antenna problem can be fixed with a software update or if it's more structural.

Software Solution?

"There is a point where software can't dig you out of a hole," he said. Still, given the phone's rigorous testing process, "it would strike me as surprising that they would have a permanent problem on their hands," Carey said.

The antenna matter didn't stop analysts from increasing their projections. Yair Reiner, an analyst at Oppenheimer & Co., said Apple probably sold 1.5 million iPhone 4s yesterday and said the company's stock may reach \$345 a share.

"Apple continues to capture the attention and catalyze the passions of the American consumer in an unprecedented way," Reiner said.

Apple fell \$1.28 to \$267.72 at 1:08 p.m. New York time in Nasdaq Stock Market trading. The shares had gained 28 percent this year before today.

The company said this week it's delaying the release of white iPhone 4 models until the second half of July because of unexpected manufacturing challenges. Jobs unveiled the phone on June 7.

Android Phones

Apple, based in Cupertino, California, is facing increased competition from Android phone makers, such as HTC Corp., which rely on Google's operating system. There are some 60 Android-based mobile phones.

In the U.S., a 16-gigabyte model of the iPhone 4 costs \$199, and a 32-gigabyte model is priced at \$299. AT&T Inc., the exclusive U.S. carrier for the iPhone, said this month it will end unlimited data plans, an effort to manage the surge in demand caused by devices like the iPhone. The carrier has been criticized for dropped calls.

Apple may sell more than 10 million iPhones in the quarter ending in September, said Colin Gillis, an analyst at BGC Partners in New York.

--With assistance from Arik Hesseldahl in New York. Editors: Ville Heiskanen, Tom Giles

To contact the reporter on this story: Adam Satariano in San Francisco at [asatariano1@bloomberg.net](mailto:asatariano1@bloomberg.net); Crayton Harrison in New York at [tharrison5@bloomberg.net](mailto:tharrison5@bloomberg.net)

To contact the editor responsible for this story: Tom Giles at [tgiles5@bloomberg.net](mailto:tgiles5@bloomberg.net); Peter Elstrom at [pelstrom@bloomberg.net](mailto:pelstrom@bloomberg.net)



[About](#) | [Advertising](#) | [EDGE Programs](#) | [Reprints](#) | [Terms of Use](#) | [Disclaimer](#) | [Privacy Notice](#) | [Ethics Code](#) | [Contact Us](#) | [Site Map](#)  
©2010 BLOOMBERG L.P. ALL RIGHTS RESERVED.

## Steve Jobs Describes iPhone 4 Signal Strength as a 'Non Issue'

Thursday June 24, 2010 08:18 PM EST

Written by arn



Steve Jobs holding iPhone 4 in problematic way during WWDC keynote

MacRumors forum user samcraig emailed Steve Jobs about the [low signal issue](#) while holding the new iPhone 4 in a specific way. The potential issue has been generating a lot of discussion. Samcraig emailed Steve Jobs:

*Question - What's going to be done about the signal dropping issue. Is it software or hardware?*

To which, Jobs replied with a typically short response:

*Non issue. Just avoid holding it in that way.*

In a followup email, Jobs then expanded with this explanation:

*Gripping any phone will result in some attenuation of its antenna performance, with certain places being worse than others depending on the placement of the antennas. This is a fact of life for every wireless phone. If you ever experience this on your iPhone 4, avoid gripping it in the lower left corner in a way that covers both sides of the black strip in the metal band, or simply use one of many available cases.*

Steve Jobs has been known to respond to emails and we were able to log into Samcraig's email account to verify the authenticity of the emails, so we believe these are real.

**Update:** This has been [confirmed](#) as an official statement from Apple.

## iPhone 4 Signal Strength Indicator Issue Alleviated by Use of Bumper or Case

Thursday June 24, 2010 12:20 PM EST; Category: [iPhone](#)

Written by Eric Slivka

Quite a few users have reported experiencing an issue with [cellular signals](#) appearing to degrade when holding the [lower left portion](#) of their iPhone 4s. While not all users have been able to reproduce the problem, it does seem to be fairly widespread, and can be easily visualized as users watch their bars indicating signal strength drop all the way down over a period of a few seconds while the lower left portion of the device is cupped in the hand.

In his [iPhone 4 review](#) for *The Wall Street Journal*, Walt Mossberg did note the device's tendency to show a lower number of signal strength bars than the iPhone 3GS, but that calls did continue to go through and Apple reported that the issue is simply a software issue with the display of the bars rather than an actual signal strength issue.

The cupping issue, however, may be more significant than just a software presentation issue, as several users have reported dropping calls as they place their hand over the lower left portion of the phone.

One user has posted a [YouTube video](#) demonstrating the issue and the use of a slide-on iPhone 3GS case to eliminate it.

We have confirmed that Apple's [bumper case](#) also appears to effectively prevent the issue from occurring. It remains to be seen, however, what Apple's official response to the issue will be.

# iPhone 4 antennae: feature or bug? (video update: bug)

By Jason D. O'Grady | June 25, 2010, 7:09am PDT

## Summary

iPhone 4 owners have been reporting poor reception and even dropped calls when holding the device by its metal frame. Apple has responded that the problem happens when holding the phone incorrectly. It's a feature not a bug.



iPhone 4 owners have been reporting ([PC Mag](#), [Gizmodo](#), [Engadget](#)) poor reception and even dropped calls when holding the device by its metal frame. In fact, the first five calls that I made from my iPhone 4 yesterday from [The Pier in Atlantic City](#) were dropped calls, but I was willing to overlook them, attributing the drops to the notoriously poor AT&T reception in the mall.

[Stockholm Syndrome](#), anyone?

The iPhone 4's new metal frame — which doubles as its antennae — has been [touted by Steve Jobs](#) in his [WWDC keynote](#) as serving double duty: structural element and external antenna, which in theory should provide better reception because of its lack of obstruction.

[AntennaSys Inc.](#)'s Spencer Webb, has designed antennae for satellite communications, GPS, law enforcement surveillance applications, and wireless video for over a decade. [AntennaSys Inc.](#), a company specializing in RF consulting services, custom antenna design and specialized antenna manufacturing, writes:

The antenna structure for the cell phone is still down at the bottom (I won't address the WiFi nor GPS antennas in this blog entry). The iPhone 4 has two symmetrical slots in the stainless frame. If you short these slots, or cover them with your hand, the antenna performance will

suffer ([see this video](#) I found on YouTube). There is no way around this, it's a design compromise that is forced by the requirements of the FCC, AT&T, Apple's marketing department and Apple's industrial designers, to name a few.

To wit, Apple [responds](#) to the antenna issue in its traditional "it's a feature not a bug" manner:

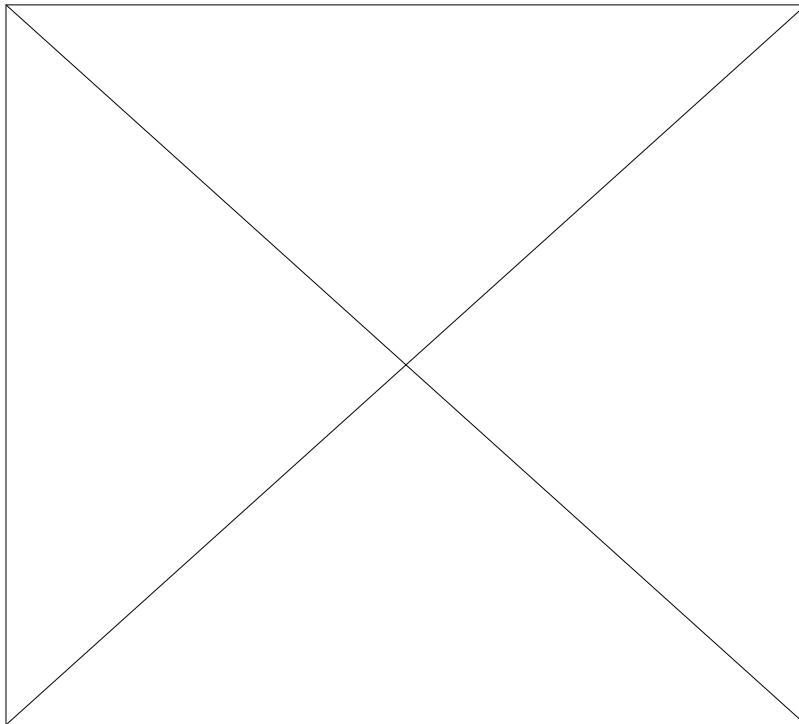
Gripping any mobile phone will result in some attenuation of its antenna performance, with certain places being worse than others depending on the placement of the antennas. This is a fact of life for every wireless phone. If you ever experience this on your iPhone 4, avoid gripping it in the lower left corner in a way that covers both sides of the black strip in the metal band, or simply use one of many available cases.

Translation: you're doing it wrong.

It hasn't been an epidemic for me (yet), and I was able place and receive several dozen calls in my first 24 hours without issue. But that could be related to Apple's bumper case which effectively blocks contact directly to the antenna frame. Could that be the reason Apple engineered its bumper case in the first place? I'm not ready to go that far yet, but so far at least, I haven't had any reception issues with my i4 other than the first few drops in the mall in A.C.

*What about you? Is your iPhone 4 reception good?*

Photo: [Engadget](#)



Update: as you can see in the video above, this happens to me 100% of the time. I hadn't noticed this in my first day's use because I've been using a black iPhone 4 bumper case exclusively. Does it happen to your iPhone 4? If so, please post your experience in the TalkBack below.

I'm completely shocked that this easily reproducible issue, didn't come up in testing. Perhaps it was because all of Apple's i4 prototypes were in cases? Regardless, it's positively an issue and I think that Apple should include a *free* bumper case with every iPhone 4 sold to solve this obvious engineering oversight.



Jason D. O'Grady is a journalist and author specializing in mobile technology. He has published six books on Apple and mobile gadgets and his PowerPage blog has been publishing for over 15



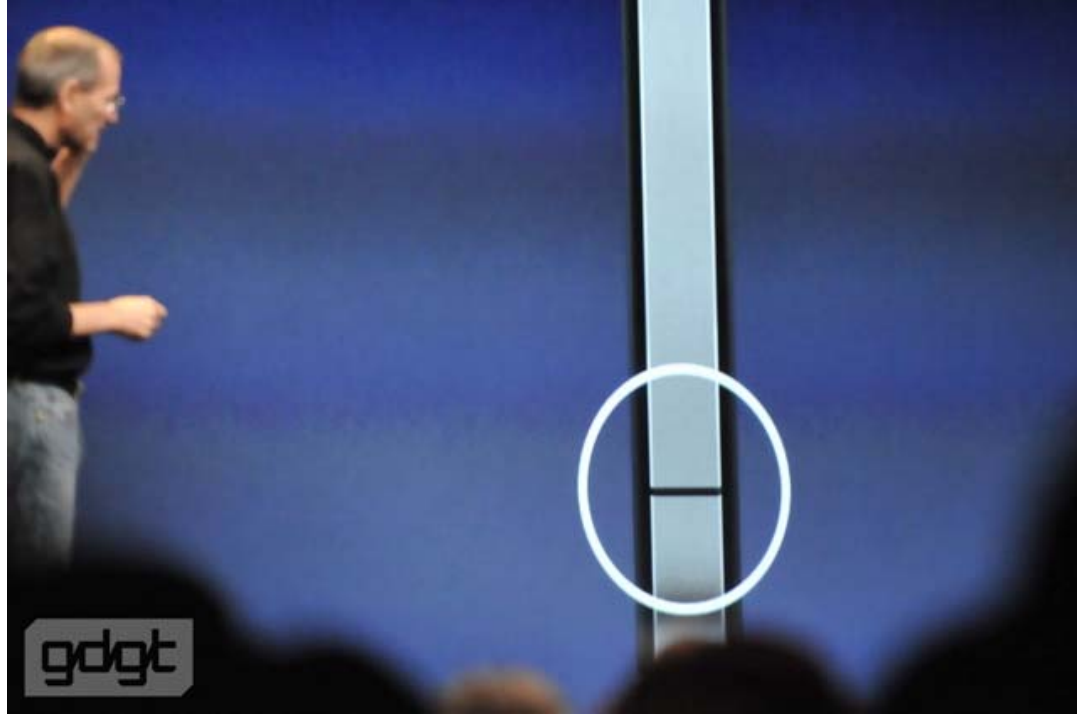
All new design  
Thinnest smartphone ever  
Stainless steel for strength  
Glass for optical quality and  
scratch resistance  
Integrated antennas  
Extraordinary build quality

10:36AM - "It's got integrated antennas right in the structure of the phone — it's never been done before and it's really cool engineering." Big applause. "Stainless steel for strength. Glass on the front AND back. Integrated antennas, and extraordinary build quality."



Bluetooth  
Wi-Fi  
GPS  
UMTS  
GSM

10:35AM - "Well, it turns out, there's not just one of them, there's three of them. And they are part of the structure of the phone — the stainless steel band is the structure of the phone. These is some brilliant engineering — we use that stainless steel band as part of the antenna system."



10:34AM - "We have a front-facing camera, microSIM, camera + LED flash, headset, and a second mic for noise cancellation. Now, because there have been a few photos around, people have asked, what's this?" The edge of the phone. "What are these lines? These don't seem like Apple."





## MacInTouch Reader Reports

[Contact](#)

[Discussion](#)

[Find](#)

[Home](#)

[Reviews](#)

[Special Reports](#)

### [Reader Reports: iPhone 4](#)

#### Latest Items

[Jun. 23, 2010](#)

[Jun. 24, 2010](#)

[Jun. 25, 2010](#)

#### Individual Topics

*Alphabetical* / [Chronological](#)

[Commentary and Tips](#)

[Experiences](#)

[Questions](#)

---

**Jun. 23, 2010**

#### *Experiences*

##### *MacInTouch Reader*

Don't upgrade your early arriving iPhone 4s today! It will deactivate your current phone's SIM and the iPhone4 service is not going to work until (what AT&T is telling me, "at least") tomorrow. If you do transfer your account to the new iPhone, you will be without a phone today unless you want to take a trip to the AT&T store for a new SIM (since your original one has been permanently deactivated).

[Comment](#) on *Experiences*

---

**Jun. 24, 2010**

### *Experiences*

*Mark Christenson*

Just opened my newly arrived iPhone 4 (showed up a day earlier than originally scheduled). Beautiful device--kind of like the difference between the old MacBooks and the new unibody models in terms of change. I am a little concerned about how well it will hold up, in particular the corners, since they seem much more exposed. Activation failed on multiple attempts, but restarting iTunes finally did the trick. It is currently synchronizing, which will take a while since I had a 16GB model which was full. Screen is beautiful, phone is way faster in response than my recently-upgraded 3GS with iOS 4. Camera response is instantaneous (or close to it) and app-switching is only a hair behind. Will be interested most to see how the battery holds up since my batter on the 3GS got hammered after the iOS "upgrade".

*Mark Lewis*

I ordered an iPhone 4 as an upgrade from a 3G on Tuesday, June 15. I carefully specified that I wanted to pick the phone up at an Apple Store on June 24. The last thing Apple displayed when I completed the order was a reminder to bring a credit card and a government ID when I picked up my phone.

On Thursday, June 17 ATT acknowledged the order with an email.

Today, June 23, FedEx delivered an iPhone 4 to me at my home.

I wonder if there's another one waiting for me tomorrow at the local Apple store, since it looks like this one came from my original attempt to upgrade from ATT, which never reached completion, but which also specified pick-up at the Apple Store.

*William Hacker*

I barely managed to get in my iPhone 4 pre-order the first day, trying off and on all day.

Since then, it's been smooth sailing. I got the email promising early delivery today. It arrived a couple of hours ago. I was mildly concerned because there weren't any FedEx delivery updates since last night, but problems with their update system didn't seem to affect their delivery.

I unwrapped it, plugged it into iTunes, and it activated and sync-ed up without problems.

So far, so good. The screen is gorgeous. It's very fast and the phone seems to work well, sounding better and apparently making me sound better on it, at least on my first call.

*John Corso*

3G reception on my iPhone 4 appears to be highly dependent on the way I hold it. A full-hand grip drives it down to one or two bars; a three-finger grip with plenty of air around the stainless steel frame/antenna results in five bars.

Anybody else seeing this?

*Charles Park Seward*

FedEx dropped off my iPhone 4 at 1 PM PDT. Everything fine. Pugged into iTunes 9.2 and it proceeded to sync and activate. I set the photos I wanted to download from iPhoto and they were converted and look great on the screen. And what a great screen!

Photos look great, video smooth, speaker volume much louder and multitasking a needed improvement. It even makes solid calls!

No complaints. Lets hope Thursday goes as smooth.

*David Bowers*

FedEx dropped my pre-ordered iPhone 4 on my doorstep (don't know how they can call that 'delivered') shortly after noon today (Wednesday), even though I had ordered it at my local AT&T store and had expected it to pick it up there. Luckily I happened to be home at the time and by 1:30 I had registered it with Apple and synced it. Everything appears to be working as advertised. A beautiful screen. Text is much easier to read since it is so much crisper. But it is now 9:20 and I'm still getting the "Waiting for activation: this may take some time" message. The guy at the AT&T store said that I would just have to wait and couldn't give me any idea of when activation might occur.

*Dave Reiser*

My iPhone 4 arrived at 1pm Eastern Time. It took me about 5 minutes to get it out of the box and hooked up to iTunes. I got a dreaded "your activation session has timed out" message immediately after entering my zip code and partial SSN. I got skilled enough to get my data entered in less than 4 seconds (total cycle time from plugging in the iPhone to error message of approx. 12 seconds), but still couldn't successfully activate.

Then I left the phone connected, shut down iTunes, and went looking for a keyboard macro generator that could enter my data and tab keys faster than I could. I spent about 10 minutes doing that, and as an afterthought decided to launch iTunes again to see what would happen. Activation succeeded the first try after launching iTunes with the phone already attached.

I suppose I could have gotten lucky. But I had spent an hour of trying 3-5 activation attempts, followed by a few minutes of doing other things, followed by more attempts, and on and on. It got even more curious when I was at an AT&T store getting my daughter's original iPhone 'upgraded' to my old 3G. One of the reps was telling someone they had to have iTunes running before attaching the iPhone 4 in order for activation to work -- exactly the opposite of my experience.

AT&T has had plenty of problems associated with upgrade eligibility confirmation, ordering, and activation, but Apple's error messages are frustratingly vague and sometimes outright inaccurate during both these processes too.

*MacInTouch*

[iMovie for iPhone 4: Frequently Asked Questions \(FAQ\)](#)

[iMovie for iPhone 4: Exporting HD movies from iMovie for iPhone 4](#)

[iMovie for iPhone 4: Why are videos shared through the Camera Roll at a lower resolution?](#)

That last one notes that the video is shrunk for upload:

When sharing your finished iMovie video, the Camera Roll compresses the video to 568x320 in order to improve upload performance. The full-resolution version of your video remains in the Camera Roll, and you can transfer this version back to your computer when you connect your iPhone

*MacInTouch*

John Corso wrote:

*3G reception on my iPhone 4 appears to be highly dependent on the way I hold it. A full-hand grip drives it down to one or two bars; a three-finger grip with plenty of air around the stainless steel frame/antenna results in five bars*

*Anybody else seeing this? It's definitely not just you!*

Here's a video showing the AT&T reception dropping when held in hands:

### [iPhone 4 Reception Issue with Holding the Phone](#)

#### [iPhone 4 Reception Issue?](#)

*"In Mossbergs review he reported that this was a known issue and a fix is coming soon."*

*"From what I remember, he just mentioned that the iP4 reports less bars than the other phones however reception was still at least as good or better...yet in this video, he completely loses reception and goes to 'Searching'...doesn't seem like software fix for that..."*

#### [iPhone 4 Loses Reception When You Hold It By The Antenna Band?](#)

*Update 4: Reader Chris Sheehan did a speed test with the phone sitting down, with his hands on the phone, and one with his hands on but with a leather case on it.*

*They're in order, and the one with his hands on the bare phone is really bad times.*

*Update 6: Reader Tobias directs us to this article, in which a Danish professor who's an expert in antennas, predicted that human touch would interfere with the antenna, because it's on the outside of the phone.*

*Update 7: Reader Sam says it only happens to him when touches the left side, connecting both antennas. I wonder, maybe there's some kind of weird way of holding it where you don't connect both antennas?*

*Update 16: Reader Erik confirms what FameFoundry (Update 13) found, which is, if you don't touch the bottom of the phone, you're fine. But as soon as you connect the left side with the bottom, that's when reception starts to drop.*

*James Babb*

I picked up my reserved iPhone at the King of Prussia Apple Store this morning. Total time in and out was about an hour. This was much better than I expected. The crowd was large but well managed. Starbucks even provided complimentary treats and brought espresso to people in line.

The phone was activated in the store and is working fine. I'm syncing it now.

The store rep said they had enough for everybody that pre-reserved, even if they come in at the end of the day.

*Robert Mohns*

[6:42 EDT]

<http://www.youtube.com/watch?v=AoNMcrxN0F4>

The Rockingham Mall isn't open except to employees yet, so the whole huge line is outside. Lots of people, quiet conversation -- but the highway was a Roman chariot race. :)

(An enterprising brunch truck could make a killing selling breakfast and coffee at these events.)

Like me, a number of other people here confirm they couldn't order online, hence why they are here.

Talked to one guy, walking from the car, whose sister is first in line and arrived at 9 last night!

Broad mix of people here, not just your traditional Apple geeks. Though there are a few MacBooks out and in use.

Two backed iPhones sharing wireless tethering, and one actual legit MyFi unit

[07:31 EDT]

Half an hour since doors opened and only five people have trickled out with new iPhones. This does not bode well.

[08:52 EDT]

Still outside the mall but nearly to the door. For the past 20 minutes people have been trickling out in handfuls with new iPhone 4's. Average rate about one a minute, and the lines, though still slow, are no longer immobile. There is also an AT&T store here, and every now and then one of their staff comes out to find AT&T preorder customers who have arrived recently and bring them in. He says they received stock enough only for preorders, but the Apple Store is selling both preorders and walk-ups -- and in no particular order, implying they are quite confident of their inventory.

*Tom Lavin*

Got my phone from ATT a day early. I was waiting for activation for about an hour when I remembered that ATT's not-very-clear instructions mentioned turning the phone on. I power cycled the phone and it was activated. Don't know how long ATT took to activate it during the hour I was waiting, but turning the phone off and then on after activating on the website and waiting a decent interval may do the trick.

Second hint: you will have the choice in itunes to set up as a new phone or restore from backup. there is no guidance on the website or user manual about this. the best idea, per a call to Apple Support, is to do a backup of your 'old' phone (not the backup which is part of sync) and restore from that to get all of your old settings on your new iphone.

*Cathy Scrivnor*

I ordered my iPhone 4 on June 15th. Up until late yesterday afternoon, my order said delivery would be on June 24th. Last night, the status changed to June 30th and I finally got a tracking number. My phone is being shipped from China! So much for pre-ordering...

*Paul Maeder*

We received my wife's new iPhone 4 yesterday afternoon and immediately tried to activate it but were unsuccessful. iTunes worked perfectly, and I went to <http://att.com/activations> as instructed by AT&T in an email sent to me the day before. Once I followed their instructions, the iPhone indicated "No Service," and a popup said "Waiting for activation. This may take some time."

It never activated. I called AT&T customer service (very quick answer, very friendly and knowledgeable), but they couldn't help. The rep sent me to tech support (again very helpful) but no solution. Tech support got a manager on the phone, who finally said it might be due to unusually high demand and suggested I wait overnight to see if it would activate.

I did, and it didn't. So I called AT&T customer service this morning and had the issue resolved in seconds. The rep told me to read to her the SIM card number (found in Settings on the phone). Turns out AT&T somehow had the wrong SIM card number in my account. She changed it and the phone activated almost immediately.

Hope this helps anyone who might have a similar experience.

*Michelle Steiner*

I arrived at the Chandler Fashion Center (shopping mall) main entrance about 4:55 this morning, and no one was there; a few minutes later, someone else arrived. He told me that he had called the mall yesterday and they told him that they would open at 5 am. By 5:10 am

one else was there, and the entrance was still locked. I then got the "brilliant" idea of going to another entrance, which was the closest one to the Apple Store, arriving there about 5:15. lo and behold, there was a long line extending out into the street, an alongside the building.

I noticed that periodically, a group of people entering the mall, bypassing the line. After a while, I found out why; a blue-shirt stopped near us and asked whether any of us had pre-ordered the phone. He had us step out of line, and then led us into the building, where we got on another, much shorter, line, for those who had pre-ordered. I found out later that I was 33rd in that line.

Some blue shirts came by, asking us our names, and checking a database with their iPod Touches to make sure we had reserved a phone.

Later on, thy started leading people without reservations to another line that snaked around in the other direction. Someone got out of line and started counting the people in both lines; at about 6:45 he returned, and said there were about 800 people in both lines combined.

The store opened at 7 am, sharp, and they let in a bunch of people from the reservation line. After that, as one customer left, they let in another person; I think they let in three from the reserved line for each person from the non-reserved line.

As each person entered the store he or she was greeted by a blue shirt, who handled the sale. First stop was to the genius bar where they checked my ID against a roster of people who had reserved a phone. After confirming my reservation, the guy handed a phone to my sales rep, who then asked whether I wanted a bumper and/or a dock. I told her I wanted to get a dock, so we went to the display and she took one off the wall. I asked how much Mobile Me cost, and she said that it was \$69 with the purchase of the phone, so I got that as well.

Then it was a matter of activating the phone and ringing up the sale. They also offered the service of transferring contacts from an existing phone, and had connector cables for just about every model cell phone in use today. They also offered to set up email accounts. Since I was going to transfer my backup from my 3G, I declined both offers.

I was out of there before 8:15.

### [Comment](#) on *Experiences*

### ***Commentary and Tips***

*Louis Schwitzer*

When Steve announced the new iPhone, he made a major point of the stainless steel frame and it's function as an antenna. As an amateur radio operator, I had serious concerns that the human body, when holding the steel frame, could absorb most, if not all, of the rf signal energy both coming in and going out of the phone.

The conversations this morning concerning signal loss when holding the phone seem to support my concerns. Apple, at the announcement, showed off six colored "rubber" Bumpers as an accessory that would cover just the stainless steel and leave the glass areas free. While not readily available yet, these may provide a non conductive shield between the human body and the metal antenna and allow the phone to operate.

*MacInTouch*

### [iPhone 4 Teardown](#)

*We stripped down the iPhone 4 to its basic components. Apple definitely spent time giving the phone a thorough makeover, meticulously changing every little facet. We are happy to splay the fruits of their labor for your enjoyment!*

*We have confirmed that the iPhone's A4 processor has 512 MB RAM, unlike the*

*iPad's more limited 256 MB. This decision may have been made fairly late in Apple's development cycle, because early leaked prototype phones only had 256 MB.*

*MacInTouch*

### [The iPhone 4 Camera Rocks](#)

*The iPhone 4 is the first decent cellphone camera I've ever owned. I'm just stunned by the image quality.*

*Below are three photos I quickly snapped minutes after opening the box. On the left is the sized-down original, and on the right is a portion of the photo at 100%. Click each for the original file.*

*Saam G*

There are so many threads (and more than a few movies) highlighting the reception issue of the iPhone 4 within hours of its release that I'm wondering how the device went through testing.

The videos show that holding the iPhone 4 by its edges causes the phone to lose reception.

<http://www.youtube.com/watch?v=-ixIHyEPO5g>

If all the prototypes were disguised to look like 3G phones and therefore encased in plastic cases, is it possible that testers rarely used the phone while touching the antennae, and that this problem was never diagnosed during testing?

Does the iPhone 4 compensate by increasing its transmission strength, generating more radiation, when it's held in this fashion?

Curious situation.

*MacInTouch Reader*

Re:

*"When Steve announced the new iPhone, he made a major point of the stainless steel frame and it's function as an antenna. As an amateur radio operator, I had serious concerns that the human body, when holding the steel frame, could absorb most, if not all, of the rf signal energy both coming in and going out of the phone."*

I totally agree, and will add that a rectangular frame is not a good antenna design, even without someone touching it. With glass on both front and back, why aren't the antennas inside? There's no metal to block it, like there was with the first iPhone.

It ranks right up there with putting the WiFi antennas inside a radio opaque titanium PowerBook with tiny antenna apertures on the side. Not surprisingly, the plastic iBook had substantially better reception. WiFi on the titanium PowerBooks was awful.

*Saam G*

Update on the reception issue from my buddy who has been hitting his head against the wall:

*Got off the phone with Apple. They're sending me a new one overnight. They said they're aware of the issue, and it has something to do with a missing protective coating on some of the parts.*

*Hopefully it's not a bunch of baloney (mmm...).*

*BTW, Apple has amazing support. Friendly, knowledgeable, professional. They really do take care of you. Every time, in my experience.*

*Robert Mohns*

I am completely unable to reproduce the widely reported reception problem with my iPhone 4. Two coworkers also got theirs today, and they too can't reproduce it.

Skin conductivity varies from person to person, so it may be that all of us have low conductivity, and the problems are among people with higher than usual skin conductivity.

[Comment](#) on *Commentary and Tips*

## *Questions*

*Robert Mohns*

Does anyone have any experience with SquareTrade's warranty/accident coverage? They offer a [\\$99 iPhone warranty](#) for 2 years (or \$143 for 3 years). \$50 deductible for accident claims, no deductible for non-accident failures.

Considering that an iPhone 4, without subsidy, is \$600-700, and that my daughter (age 11 months) has killed one iPhone in our household already :), this doesn't sound like a bad deal.

(Admittedly, by year 2 or 3 of the coverage, new phones will be out, but I note that the newly "cheap" iPhone 3GS is still \$300 without an AT&T contract-subsidy.)

*Marco Markovich*

I am based in Spain, I have an iPhone 3G from Spain, I will be travelling to the US in July, is there any reason I couldn't buy an iPhone 4 there and upgrade my current phone (with the same number). iPhone 4 wont arrive here until September I think.

[Comment](#) on *Questions*

---

**Jun. 25, 2010**

## *Experiences*

*C. Posey*

Pre-ordered 32G Black iPhone 4 early on first day. Arrived June 24 as expected. Thought the activation process was gonna be a PITA since I had purchased an iPhone for my wife in Jan on \*my\* eligibility and then I used \*her\* eligibility to purchase my iPhone 4. When I activated my wife's phone they made it seem like rocket science to get it activated since I had purchased it under a different number. AT&T has made a lot of progress since January and they now have specific procedures for cases where phones purchased under a different number are easily activated. The phone messages even direct you in the proper direction for said activity. I called AT&T at approx 1900 (7pm) EDT and expected to wait a long time to actually speak to someone - but it was actually only about a 3 min wait. I navigated the phone menus and was talking to a very nice female tech from Albany, Georgia in no time. Unlike my previous experience activating a new iPhone - this tech was knowledgable, helpful, and friendly. She knew exactly what to do. The whole process took about 30 mins on the phone - not because of the tech - but it seemed like the whole backend system was backed up on her

end.

All in all a very positive experience with AT&T activating a new iPhone 4.

*Marc Gittleman*

I received my iPhone 4 yesterday. Great device, but I do not trust any phone not in a case (nor with a bumper). I am waiting for Incipio (no affiliation) to release the Feather for iPhone 4.

I found that my rubber Incase cover fit over the iPhone 4 quite well (thank you Gray Powell). I single hole punch to expose the flash, a punch to widen the headphone port, and one to widen the 'silent' switch give me exactly what I need until the Feather is available. I am using a screen protector from Incipio for my 3GS. It lines up well enough, and the Incase covers the edge of the screen where the film is absent.

Good luck.

*Michelle Steiner*

A possible bug when upgrading from an earlier model of iPhone:

Background: Starting with iOS 4, there is an option for an alphanumeric passcode instead of the four-digit numeric only passcode; it can be turned on at Settings-->General-->Passcode Lock by turning off "Simple Passcode". After upgrading my iPhone 3G to iOS 4, I turned off Simple Passcode and entered an alphanumeric passcode, replacing my previous 4-digit numeric passcode.

Today, after restoring my backup from the 3G to the iPhone 4, one of the first things the iPhone presented me with was the option to set a passcode; however, the only option was the 4-digit numerical passcode. I entered a passcode and confirmed it.

I then went to the Passcode Lock settings, and it asked me for my passcode, presenting me with the 4-digit numerical passcode entry form. I entered the four digits, and it rejected the passcode. I tried again, making sure that I didn't make any typographical errors. It rejected the passcode again.

I wound up having to reinstall the factory settings, and restoring from the 3G backup again. Once again, I was prompted set a passcode. This time, I tapped the Cancel button. I then again went to the Passcode Lock settings; of course, since I had not set a passcode, it did not ask me for one. I noticed that Simple Passcode was turned off. I then set an alphanumeric passcode, and confirmed it. All is working properly now.

*William Luckie*

Is it a coincidence that Apple has iPhone 4 Bumpers in stock which should mitigate any reception problems due to holding with contact to the metal frame?

*Ken K*

My iPhone 4 screen has a dramatic yellow splotch in the lower-left corner. Yikes! But I'm going to wait a few days because I saw this on a certain "insider" rumor site:

<http://forums.appleinsider.com/showpost.php?p=1659997&postcount=122>

*The yellow blotches will disappear -*

*Apple is using a bonding agent called Organofunctional Silane Z-6011 [from Dow Corning] to bond the layers of glass. Apparently, Apple (or more likely Foxconn) is shipping these products so quickly that the evaporation process is not complete.*

*However, after one or two days of use, especially with the screen on, will complete the evaporation process and the yellow "blotches" will disappear. How do I know?*

*I was involved in pitching Z-6011 to Apple*

*Charles Park Seward*

iPhone 4 reception:

My home has weak AT&T coverage. I can lower the bars if I wrap my hands around the phone at home. Moving closer to the Freeway (with stronger signal strength), my hands don't make any difference.

Using the Speedtest.net app, I get the same speed no matter what part of the phone I cover in a strong area. At home, the results were surprising. Covering the phone actually had much faster download speeds than the untouched phone, 113 vs. 415 kbps. On 3G in a strong area, 2607 kbps download.

But there is a great deal of difference in a good vs. bad area. With good signals, toughing doesn't matter. In areas with poor signal strength, it could be better or worse.

*Alan Lyle*

When viewing Photos all photos appear in portrait mode only! Rotating the phone does not rotate the image into landscape. Has anyone else noticed this?

*Adam Glick*

Just another data point: I got my iPhone 4 Wed. (6/23) and I can replicate the signal strength issue as described by holding the phone in my left hand, with the left corner resting in my palm. On my back porch, without holding it that way I get 5 bars. Holding it as described I can watch the bars decrease, one at a time, down to 2 bars.

*Allan Karl*

I've shot and edited what might be one of the first video shorts shot, edited and uploaded entirely from an iPhone 4 with the just released iMovie for iPhone.

First, editing that requires trimming clips is a bit awkward since dragging the clip trimming bars requires constant scrolling manually with any clip more than a few seconds. It should just automatically continue scrolling/trimming as one drags past the visible area. I hope this is fixed.

No problem uploading to YouTube. But only upload a 360P version -- even with WiFi. Took a dozen attempts to upload to MobileMe. Seems same thing. Not the full 720P resolution. Seems a waste. Love to share the TRUE quality with you.

But here's one of the first truly shot and edited iPhone/iMovie for iPhone videos on release day at the Apple Carlsbad, CA store.

YouTube Version uploaded directly from iPhone 4:

<http://www.youtube.com/watch?v=sLbJiPnpSb8>

Seems impossible to export a full HD quality video edited from the iMovie for iPhone App - after many attempts: finally able to export to MobileMe:

<http://gallery.me.com/allan#100027/Release%20Day%20-%20iPhone%204>

*Allan Karl*

update to my post just moments ago. Here's my brief story of my experience prior to shooting and editing the first iPhone & iMovie for iPhone video:

<http://blog.digitaltavern.com/mac-my-day/ios4-iphone-4-release-day-apple-store>

*Alan Halfhill*

I have not had the left hand reception problem with my new iPhone4 even though I am left handed. I can hold the phone with no problem.

Bought mine from Best Buy. What a great experience. After trying all morning since 2 am to order online, I decided to go to the "brick and mortar" store. Walked in and ordered a phone with no line. On the 23rd they called me and gave me a time to come in to pick up the phone. I did the next day. Walked in and nobody was in line. Bought the phone and left the store a happy man.

The only problem so far was that the new rubber case for an iPhone 4 I bought for the phone interfered with the new flash. I cut the hole bigger and no problem now. Had no problems syncing the phone with the backup from my old phone. I really am impressed with the new display, camera and speed.

*Peter Parker*

My New iPhone showed up from ATT yesterday. I plugged it into my Macbook after syncing my 3G one last time. Chose the restore from backup option while the phone screen displayed the "Waiting for Activation, this may take some time" message. Restore started and once it was done I was all set to take a look at it.

It had not yet been activated, but it also did not fully restore my backup. Only one app was installed, 7Cities and my old camera roll. I plugged it back in and it showed all 7 pages of apps in iTunes so I ran Sync and it started installing the apps and copied of the other media. Of course running an install rather than a restore, any settings or save files were lost. And a sync overwrites the old backup, though I still have it on the old phone. I likely will plug the old one back in, run a backup, make a backup of that backup and try restoring the iPhone 4.

Other than that, I'm very happy with the phone. Love the flash and better camera and the faster processor. Folders are nice, but not so excited about the way you navigate your "multi-tasking" apps. Think I liked Backgrounder better even at the expense of my battery.

Screen is beautiful, but when all is said and done, it's still an iPhone and I don't have that big an issue switching back and forth except for the camera and flash.

[Comment](#) on *Experiences*

### ***Commentary and Tips***

*MacInTouch*

*June 23, 2010*

[Statement by Apple on White iPhone 4](#)

*White models of Apple's new iPhone® 4 have proven more challenging to manufacture than expected, and as a result they will not be available until the second half of July. The availability of the more popular iPhone 4 black models is not affected.*

*James Wages*

I'm not sure if this is going to be a PR disaster for Apple (among the noticeable percentage of users with high skin conductivity and who don't want to pay for a bumper), or a boon for range-boosting case makers like Griffin: [ClearBoost](#)

It's unfortunate Apple simply didn't enamel the antenna or put a thin clear-coat on it for users who prefer their devices in their naked glory. Steve Jobs always pounds away on the external beauty points of new products in his on-stage speeches, so he logically shouldn't expect everyone to cover that loveliness with an unattractive rubber bumper. Think about it! But then again, an unobtrusive antenna-coating most assuredly was thought of by Apple engineers but rejected by Steve Jobs on the basis of it not looking as nice. Why does all this have me pondering the fanless Mac 128k design again?

To be fair, we wouldn't have the iPhone, iPad or decent looking desktop computers at all if it weren't for Jobs. And yet, we wouldn't have had his engineering failures either. Jobs probably downplayed the problem with iPhone engineers stating, "most people will buy a case -- problem solved." Funny that. An unobtrusive antenna coating seems to have been rejected but clearly a rubber bumper solution was accepted. Seems ludicrous until you start multiplying \$29 times hundreds of thousands of buyers. Hmmm.

Perhaps this bad reception issue won't have too negative an impact on AAPL after all.

*Ishan Bhattacharya*

I've been reading about Apple's instructions (and Mr. Jobs' email) about how to hold the new iPhone 4 to avoid problems with voice/data connectivity. This is a design flaw, plain and simple. Apple undoubtedly knew about it, and probably, in subsequent production runs will better insulate the antennae. The condescending response from Mr. Jobs is par for the course but I find it unacceptable. I've cancelled my four iPhone orders and will wait until they fix the problem"and before I reorder the iPhones, I will ,for the first time, look at the competition. I'm also not interested in paying \$120 for four Apple bumpers (when their true cost is probably \$0.10 per unit). Until then, my family's four iPhone 3Gs still reliably fulfill their main function - as PHONES. Please note I have 5 iMacs, 4 Mac Pros And 2 15" MacBook Pros at home. I like Apple products, but this is beyond ridiculous. Include a functional case with the iPhone at no cost, be honest about the problem and apologize. You'll make more money that way Mr. Jobs.

*[The letter linked below is apparently the one referenced by Ishan. -MacInTouch]*

[\*Steve Jobs to Lefties: Hold the iPhone 4 differently or buy a case\*](#)

*"Gripping any phone will result in some attenuation of its antenna performance, with certain places being worse than others depending on the placement of the antennas. This is a fact of life for every wireless phone. If you ever experience this on your iPhone 4, avoid gripping it in the lower left corner in a way that covers both sides of the black strip in the metal band, or simply use one of many available cases."*

*Julian Vrieslander*

Here's a heads-up for those who are migrating to iPhone 4, and transferring data from an older iPhone. When iTunes syncs the new phone with your backed-up data, it does NOT copy passwords (or at least not all of them). So if you don't have those passwords burned into your brain, make sure that they are available when you do the sync.

*Julian Vrieslander*

Several weeks ago Apple was telling us that putting Flash on our iPhones would impair performance. Maybe it was a typo, or we just misheard them - they were telling us that putting \*flesh\* on our phones would impair performance.

On a serious note: I tried to duplicate the reported problem by grabbing my iPhone 4 in every way possible, bridging the gaps in the frame pieces, etc. I even tried with moistened hands. I saw no effect on the signal strength indicator. This was in an area with 5 bars of signal,

however.

*Robert Mohns*

I just read a really good analysis of the iPhone 4 antenna problem from Spencer Webb, who actually designs antennas for a living. Here's a link and a key excerpt:

### [Apple iPhone 4 Antennas](#)

*Just about every cell phone in current production has the antenna located at the bottom. This insures that the radiating portion of the antenna is furthest from the head. Apple was not the first to locate the antenna on the bottom, and certainly won't be the last. The problem is that humans have their hands below their ears, so the most natural position for the hand is covering the antenna. This can't be a good design decision, can it? How can we be stuck with this conundrum? It's the FCC's fault.*

*You see, when the FCC tests are run, the head is required to be in the vicinity of the phone. But, the hand is not!! And the FCC's tests are not the only tests that must be passed by a candidate product. AT&T has their own requirements for devices put on their network, and antenna efficiency is one of them. I know because I have designed quad-band GSM antennas for the AT&T network. The AT&T test similarly does not require the hand to be on the phone.*

*So, naturally, the design evolved to meet requirements - and efficient transmission and reception while being held by a human hand are simply not design requirements!*

*OK, back to the iPhone 4. The antenna structure for the cell phone is still down at the bottom (I won't address the WiFi nor GPS antennas in this blog entry). The iPhone 4 has two symmetrical slots in the stainless frame. If you short these slots, or cover them with your hand, the antenna performance will suffer ([see this video](#) I found on YouTube). There is no way around this, it's a design compromise that is forced by the requirements of the FCC, AT&T, Apple's marketing department and Apple's industrial designers, to name a few.*

Definitely check out that antenna video -- it demos killing reception by shorting the antennas together with a simple metal key. Nothing fancy -- just the kind you lock your house with.

*MacInTouch*

### [Wow: 77% Of Early iPhone 4 Buyers Upgrading From Old iPhones](#)

*\* 77% of iPhone 4 buyers polled in three cities (San Francisco, New York, and Minneapolis) were upgrading from old iPhones. That's up from 56% last year and 38% in 2008, and represents brand loyalty that is likely unmatched in the mobile industry.*

*\* 16% of buyers were switching to AT&T from other carriers, down from 28% last year. Apple REALLY needs to add another carrier if it wants to maximize sales. (Preferably Verizon Wireless, the nation's biggest.) [...]*

*\* 28% of iPhone 4 buyers owned an iPad, which confirms that the people waiting in line were the most serious of the Apple fanatics. Of the 72% who did not own an iPad, 39% said they would probably buy one within the next year, while 61% said they would not.*

*\* 65% were Mac owners, down from 75% at the first iPhone launch in 2007.*

*MacInTouch Reader*

Before everyone goes crazy regarding iPhone 4 and antenna issues, here is a good article from an expert in antenna design: [Apple iPhone 4 Antennas...](#)

That said, Herr Jobs response of "Just avoid holding it in that way" to an emailed question reminds of the old joke:

A man went to his physician and said, "Every time I drink my coffee, I get a stabbing pain in my right eye," the physician said, "well, have you tried taking the spoon out?"

This is a defining moment for Apple with everyone looking to take them down a notch and Jobs's blunt response was the opposite of what was needed.

*Paul Bush*

For more than a decade before my iPhone, I carried Nokia candy bar phones. Every Nokia user manual recommended putting the forefinger, left or right, in a depression on the back of the candy bar phone for optimum reception.

[...]

*Adam Bridge*

Don't [drop your iPhone 4!](#)

Mine didn't make it to the car. I had slipped it into a carrier on the strap of my Timbuk2 messenger bag but somehow the velcro didn't close so when i swung the bag over my head to put it into the car the iPhone fell, landed on the asphalt, and this is the result.

I'm on my way to the Apple Store to see what can be done. From the iFixIt photos the back glass should be easy to replace. But I have to say that the phone should easily survive something like this. And actually the phone works just fine but the back is shards.

You have been warned!

[Comment](#) on *Commentary and Tips*

## ***Questions***

*Jim Woodgett*

Marco Markovich might want to investigate venturing north of the 49th parallel to buy an unlocked iPhone4 in Canada direct from Apple. It will cost him more as it isn't subsidized by a carrier (e.g. the unlocked 8 GB 3GS is C\$549), but will be usable in Spain with a local microSIM as it isn't locked to AT&T (or any Canadian carrier). The iPhone supposedly goes on sale in Canada in July. There may be local purchase restrictions. I'd guess these phones will also appear on eBay....

*Jonathan D.*

Robert Mohns asks about SquareTrade warranties, on the day that they issue a press release saying that 25% of iPhones break. This is an astonishing figure - given there are well over 60m iPhones out there. Over 15m broken iPhones and we have never heard of it before SquareTrade (who happen to sell warranties to save us from broken iPhones) tell us!

So, I'm sold on SquareTrade! Oh, hang on, that photo of a broken iPhone on the SquareTrade page that Robert linked to - it isn't an iPhone! It has three buttons at the bottom of the screen, not one.

In the UK we can put our phones onto our household insurance at a fraction of the cost of

these specialist warranties. Maybe that is an option for Robert.

*Kurt Schneider*

Regarding square trade warranty service for the iphone. I had it on my wife's 3Gs, and when she dropped it creating minor cosmetic damage - they sent a box within a day - I mailed it back and 2 days later they issued me a check for 399 - the replacement cost of a non subsidized phone.

I now have their warranties on our 2 ipads, playstation 3, new iphone 4 and my snazzy breville convection oven ;-)

I can't recommend them highly enough. They do exactly what they say. if they can't fix it right away, they will give you cash.

Great company, and very easy to work with!!

*Donald Tsang*

I just bought the SquareTrade iPhone 4 (32G) warranty for \$88 after taxes, with discount code "SLICKPHONE4".

*Gil Palen*

Though it's may be worth \$3., the \$30. Apple Bumper ring should insulate fingers from the Stainless antenna ring. I bought one just to have a solid grip. A side benefit may be that I have no problems with losing signal when handling it.

YMMV, but it would be interesting to hear from those who can determine if it cures their signal loss problems?

[Comment](#) on Questions

---

[Contact](#)

[Discussion](#)

[Find](#)

[Home](#)

[Reviews](#)

[Special Reports](#)

---

Copyright 2010 by MacInTouch, Inc. All rights reserved.

