

Record demand for iPhone 6

SAN FRANCISCO, USA: Apple said it had received record pre-orders for its new iPhone models, and that some customers will have to wait for the larger-screen versions of the smartphones.



Apple has received pre-orders for more than 4m of the new iPhone 6 and this is slowing down delivery with some customers only likely to get their new phones sometime in October. Image: Apple

The California technology company said more than four million pre-orders were received in the 24 hours after the new devices went on sale last week.

"Demand for the new iPhones exceeds the initial pre-order supply and while a significant number will be delivered to customers beginning in September, many iPhone pre-orders are scheduled to only be delivered in October," Apple said.

Apple last week unveiled the iPhone 6 and iPhone 6 Plus, in a move aimed at satisfying consumer preference for bigger smartphone displays.

The announcement means Apple may see shortages and long lines at its retail stores when sales begin on Friday (19 September).

"Pre-orders for iPhone 6 and iPhone 6 Plus set a new record for Apple, and we can't wait to get our best iPhones yet into the hands of customers," Apple's Chief Executive Tim Cook said.

Sales are set to open at 8 am local time in the US, Australia, Canada, France, Germany, Hong Kong, Japan, Puerto Rico, Singapore and Britain.

Some 20 more countries will get the iPhone on 26 September. Some of the new iPhones will also be available from carriers and other retailers.

Apple also unveiled its first smartwatch last week in a move to recapture its role as a trend-setter and added in a new mobile wallet that will allow consumers to simply tap their phones to pay retailers.

New iPhone 6 models boost screen sizes in what some see as the company catching up to a "phablet" trend combining features of smartphones and tablets.

Apple's main rival Samsung has long had a range of larger handsets and has tried to market a smartwatch of its own.

The iPhone 6 will have a screen of 4.7 inches and the 6-Plus will be 5.5 inches, allowing Apple to adapt to consumers' apparent preference for bigger displays.

Source: AFP via I-Net Bridge

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