

<http://www.pocket-lint.com/news/15933/o2-says-demand-high-iphone>

## O2 says iPhone 3G site crash due to "extremely high" demand

"Urges" customers to get in line early on Friday

by Amy-Mae Elliott published on 7 July 2008

O2 has informed us that the online shop crashed this morning due to "extremely high levels of demand," but that they are working to restore the service for those who want to pre-order their iPhone 3G.

Responding to our enquiries about the failure of the online order system, that was advertised by O2 in both an email and a text message to those who registered interest in the device, a spokesperson informed Pocket-lint:

"We have made a limited allocation of iPhone 3G stock available for pre-order online, primarily for those customers that pre-registered their interest."

"Due to extremely high levels of demand, the O2 online shop was temporarily unavailable this morning. We are working to restore the service back to full speed as quickly as possible."

"Customers who are unable to place an order online can still go into store from 8.02am on 11 July, although we urge people to get down there early as demand is expected to be very high."

"We will have significant supplies in store on the 11th but we expect demand to be very high so recommend people get in line early to be in with a chance of getting one. We will allocate stock on a first come, first served basis."

